

KIRK SMITH
Editor-Publisher
4829 Saratoga Avenue
Ocean Beach, Calif.
Phone Point Loma 17

THE BEACH NEWS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

EIGHT PAGES
SUBSCRIPTION
\$1.00 per Year in
San Diego County
\$1.50 a Year anywhere
outside San Diego

FOURTH YEAR, No. 11

Saturday, January 30, 1926

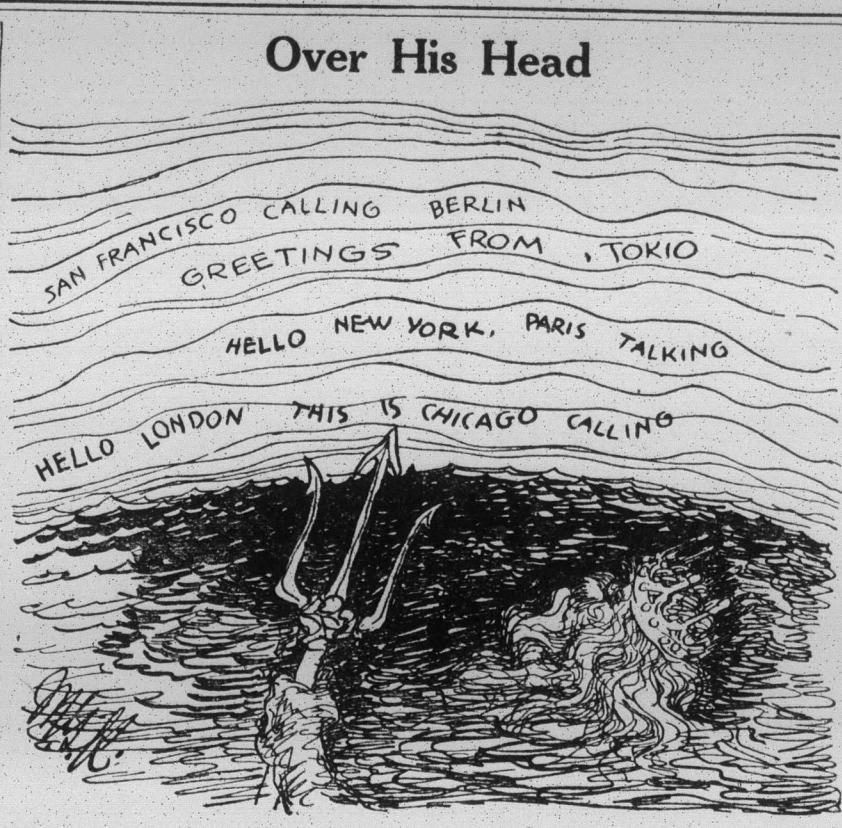
FIVE CENTS THE COPY

Some Facts and Figures About Library Locations

TAM DEERING
EXPLAINS EFFORT FOR
CIVIC CENTER SITE

Mr. Kirk Smith,
Editor "The Beach News":
"Ocean Beach Bookworm" recently paged "Tam Deering and the Civic center planners" to inquire why we permitted the library board to purchase a "blind lot at business property prices," located between the "clang of the fire gong on one side and the whang of the auto repair shop on the other."
The library board hoped to locate the library in the Civic Center because, as Miss Althea Warren, the librarian, stated at the Ocean Beach mass meeting last spring, "fifty per cent of the use of the branch library is by the children in school, and therefore the ideal location is at the school."
The idea of the Civic Center at Ocean Beach embracing school, playground, branch library, auditorium and parking features was fathered by Ocean Beach organizations, who took the lead in working for this improvement after the idea was endorsed at the mass meeting.
The several organizations of Ocean Beach sponsoring the neighborhood Civic Center made a careful study into the experiences of the country in the matter of the location of playgrounds, branch libraries and neighborhood parks. It was found that at Gary, Ind., at the Emerson school, where the branch library, playground, neighborhood park, auditorium, gymnasium and other facilities are combined, the total number of adults and children using the facilities are nearly equal to the number using the eleven playgrounds of the South Park system, Chicago, where the playgrounds are entirely separate from the other facilities, and that the cost of maintenance was only one-sixth as great. The experience of other cities was found to be similar.
Among the authorities consulted, Henry S. Curtis, the noted author and leader in educational and recreational matters, made the statement that "the experience of the last ten years has demonstrated that the best

place for a branch library is at the public school. It is a drawing card to the community center, also. Where the various social features are concentrated the community center becomes a social department store, each feature in the plan increasing the attendance at every other."
C. A. Perry, the nationally known director of the Russell Sage Foundation, made the statement that "putting a public reading room in the school house brings the library nearer home and the children going back and forth constitute an excellent messenger service for adults using the circulating privileges."
Authority at the Indiana university stated that "on account of its location the school house is the natural and convenient center of the neighborhood. When the neighborhood is properly organized the school house social center brings the whole family together for recreation and for intelligent use of its leisure time."
I would feel highly honored in being credited with so fine a plan as the contemplated Ocean Beach neighborhood Civic Center. The idea, however, was fathered by the organizations of Ocean Beach.
As for the location of the library, that is a matter over which I have no control. When the Civic Center plan was not approved, the provision for the library location was left in the air and there was nothing for the library board to do but to look for some location of their own.
"Ocean Beach Bookworm" should know that my relationship to the various city boards is a very modest one, and so far as Ocean Beach is concerned I have never had any responsibility except that, at the invitation of the various organizations of Ocean Beach, I have conferred with them and offered such information and co-operation as I was able to give. The same might be said of the members of the board of education, who took no responsibility in the matter except that, at the request of the organizations of Ocean Beach, they agreed to co-operate to the extent of purchasing additional land adjoining the school and to spend \$1700 in the improvement of the grounds as a school playground, should the Civic Center site be procured. Very sincerely yours,
TAM DEERING.



The West Point Of The West S. D. A. & N. Academy

Recent visitors to the academy include: Bishop Thurston, of the Episcopal diocese of Oklahoma, Mrs. J. H. Beckham, Capt. and Mrs. Richmond P. Hobson, Los Angeles, and Messrs. Robt. S. Cosgrove and James T. Watkins, graduates of last June.
After a game of basketball recently, with the team of Southwestern Military academy, the boys entertained the visiting team at dinner in the mess hall. The score of the game was 38 to 11, in favor of the academy.
Cadet Robert H. West III returned in January from a holiday visit with his people at Naples, Fla.
Under the leadership of Mrs. Virginia Atkinson, the boys of the junior school gave a pretty play at the Woman's clubhouse, Pacific Beach, last Friday evening. All the roles were well taken, and the special offerings of Cadets Davis, Ward, Klapper and Legerton were well received.
Herbert D. Lewis, a sergeant in the cadet battalion last year, will enter Stanford university for the winter term.
Members of the academy band assisted in a program put on at Mission Beach clubhouse last Monday evening. Col. Davis, president of the school, is first vice-president of the club.
New enrollments: Tyson of Minneapolis, Ragos of Long Beach, Schuenemann of Oceanside, Tomblor of San Diego, Stewart J., Toronto, Canada.
The Rotary club of San Diego had several of the cadets as luncheon guests on Thursday, and short speeches were offered by Colonel and Major Davis, and Cadet Major Cecil Pereira. The cadets invited included J. E. Abry, of Cebu, P. I., John Wallace Stewart, Toronto, Canada, Edwin O. Rogers, New York City, Carlos Gastel, San Pedro Sula, Honduras, and Warner W. Austin, San Diego.
The Bachelors club of the San Diego Army and Navy academy has elected the following officers: Capt. Boone, president; Capt. Stewart, vice-president; Corp. Doneho, secretary, and Cadet Benchley, treasurer. The club is planning many social events this year.

Kodak Films—Froide—Bacon St.
Kodak Finishing—Froide—Bacon St.

Women's Swimming Club, Mission Beach



Upwards of one hundred ladies gathered in front of the Amusement Park last Wednesday, Jan. 27, to take setting-up exercises under the direction of Ed Rose. During the exercises motion pictures were taken for showing in news reel weeklies, and the Esplanade was lined with spectators. This was followed by a period of swimming instruction in the plunge under the direction of Louis Fleetwood. Many of the ladies also took a plunge in the ocean. The stills were taken by L. K. Dewein, and the photo herewith is reproduced through the courtesy of the San Diego Union.

Opportunity Rapping Upon Point Loma's Portal

STEADY INCREASE
IN REALTY VALUATION,
SAYS JOHN P. MILLS

Describing the splendid opportunities awaiting purchasers of Point Loma property, the famous realty expert, John P. Mills, states that in all America he does not know of another spot which has the potentialities, the beauty, the possibilities for development, growth and continued increase of value as Point Loma. It has everything that could be desired—elevation, view, accessibility, transportation, restrictions and improvements, including the grading of the streets, the sidewalks, curbs, gas, water and electricity on our properties—all included in the purchase price. The prices today, as subdivided from the

original acreage, are exceedingly low compared to what they should be in the tomorrow as the property develops into what will be made the finest and most exclusive residential district on the Pacific coast.
For the convenience of those who may be interested in the purchase of lots on property of this kind, high and slightly, with a most magnificent view, located only a short distance from the downtown business section, the John P. Mills organization have erected a large tent, which they are using for sales headquarters, at the corner of Chatsworth and Tennyson on Point Loma. A free luncheon is served daily at 12:30 p. m., followed by an interesting and entertaining talk on San Diego and Point Loma. You owe it to yourself to investigate conditions on Point Loma.

Mission Beach News Notes

By Mrs. Harry K. Turner
Press Representative, Mission Beach
Chamber of Commerce

Special Representative
For "The Beach News"

Mr. and Mrs. Robert Thwaites, of 710 Yarmouth court, entertained the girls in the office force of Holzwaser's store with a jolly luncheon party. Besides the game of buncos, music and dancing and refreshments were enjoyed. Twenty-four participated in the evening's entertainment.
Judge Claude Chambers has been confined to his bed with la grippe.
Doris Coker was hostess on the eve of Jan. 2 at a swimming party, held at the Mission Beach plunge. Those present were: Barney Bernard, Rose Finley, Blair Rogers, Otto Harman, Paul Young, Gordon Turner, Donald and Norman Coker and the hostess. Rose Finley is visiting Doris Coker as a week-end guest at her home on San Rafael and Ocean Front.
H. K. Turner is making an addition to his home on Verona and the Ocean Front.
Mr. and Mrs. Marx, of Chicago, are staying for the month in the Strahlman cottage on Verona court.
Mr. and Mrs. Robert Thwaites entertained the five hundred club recently at their home, 710 Yarmouth court. Dinner was served at 6:30 and five hundred was the feature of the evening. Those present were: Mr. and Mrs. James Frost, Mr. and Mrs. Art Booth, Mr. and Mrs. Frank Harris, and the host and hostess.
C. Walton, of 3775 Ibis street, is about to build a summer home at 3560 Bayside walk.
Miss Mae Hiatt, of 728 Yarmouth court, entertained Mr. and Mrs. Fred Jennings and Mr. and Mrs. E. G. Allen at a card party last Saturday evening. Refreshments were served and music was also a feature of the evening. Miss Hiatt ranks very high in the art of piano playing and is a most successful teacher.
Mr. and Mrs. J. D. McKoy, prominent real estate broker of Mission Beach, who have been on a three weeks' business trip back to their old home in Phoenix, Arizona, have just returned, and are opening up a new office on Mission boulevard.

MISSION BEACH KODAKERS
TAKE NOTICE!

For your convenience we have established a BRANCH at Faber's Grocery Store, Mission Beach. FROIDE Foto Finishing Co., Ocean Beach. 24-Hour service.
Mrs. Jack Horner, of Pismo court, entertained in honor of her little son, Master Jack Horner, Jr., Tuesday, Jan. 19, celebrating his tenth birthday. Ten little friends enjoyed the dainty luncheon prepared, and games were played, with prizes for the lucky youngsters.
Mr. J. A. Harris, of Mission Beach, is building a fine hotel and store building on one of his properties on Mission boulevard, where the "Safe-way Stores Co." has already made a ten-year lease for one of the stores. Let's pull for a bank in the other part of this building!
Miss Janet Greene, of 815 Ormond court, entertained a number of her little friends Saturday, Jan. 23, in compliment of her thirteenth birthday. Those present were: Pauline Thebaut, Hope Thede, Bettina Greenfield, Betty Kemp, Mable Kemp, Harriet Greene, Virginia Greene, Thelma Cook, and the little hostess.
Monday, Jan. 25, the crew of the U.S.S. Altair were hosts to a private dancing party, several hundred blue-jackets and their guests participating in an enjoyable evening at the ballroom. This was the second affair of the kind given by the Altair's crew at Mission Beach in recent months.
Mrs. Egbert B. Stone and daughter, Mrs. Herbert A. Schmidt, are house-guests of Mrs. Harriet Barnard at 3869 Ocean Front walk. Mrs. Stone is Mrs. Barnard's mother.
Mrs. Percy Brun, two little daughters, and their nurse, are staying in Sylvia court for two weeks.
Mr. F. H. Baumgartner is building a two-story home on Bayside walk between San Juan place and Nantasket court. George Doss is the contractor.
Miss Virginia Howard motored down with Mr. and Mrs. Bayes from Los Angeles last week-end on a visit to Mr. and Mrs. John O. Dement, of Ventura place.

POUNDMASTER MAUPIN SENDS OUT WARNING ABOUT DOG DISEASE

During the past month or so, Poundmaster C. K. Maupin announces, more than a score of cases of dumb rabies have been found among dogs in San Diego and particularly in the beach section from Point Loma to La Jolla, and instructions are being broadcast to prevent the complaint from becoming epidemic.
"Symptoms of dumb rabies, which is one form of hydrophobia, are easily recognized," says Mr. Maupin. "The jaw of the affected dog becomes paralyzed and drops down so that the animal can neither eat nor drink."
"Suspected dogs should be turned over to the pound or to a veterinarian. A period of twenty-one days from the time the dog is bitten is necessary to determine whether it has the disease. Afflicted dogs die in from three to seven days after this period."
Veterinarians advocate the vaccination of all dogs as the surest method of preventing the disease from spreading. The dumb rabies is perhaps not so dangerous as hydrophobia, in that an animal suffering from dumb rabies cannot bite, because his jaw becomes locked.
However, it is claimed that if some of the saliva from the dog's mouth should come in contact with an open cut or wound on the body of a human, the results would be as serious. Any person bitten by any dog should immediately consult a doctor and have the wound treated.
NEW COTTAGES
H. Bart has taken out a permit for the construction of a \$2500 frame cottage at 4554 Cape May avenue.
Samuel Tomkins has arranged to build a \$4000 stucco cottage and garage at 319 Rosecrans street.

Stationery—FROIDE'S, Bacon st. BARNEY & RIFE MOVING TO NEW OFFICES

George L. Barney and Thomas A. Rife, sales agents for the Mission Beach company, are moving their beach headquarters from the bathhouse building on the Esplanade to the new office and hotel building on the corner of Ventura place and Mission boulevard. H. B. Frisbie and Harry K. Turner are also moving with the firm and will continue as gilt-edged boosters for the Mission Beach company.

THE BEAUTY SHOP Phone Point Loma 193

O. B. LIBRARY

MARGARET RANKIN, LIBRARIAN
The O. B. branch library has a very interesting collection of books on philosophy and psychology. The following are recommended:
Elements of General Philosophy—Robertson.
Living Waters—Patterson.
Mastery of Fear—Walsh.
Psychoanalysis—Tridon.
Mind and Work—Gulick.
Quit Your Worrying—James.
Nerves and Common Sense—Call.
Nerves and Personal Power—King.
Outwitting Your Nerves—Jackson.
Mind, Religion and Health—McDonald.
Balanced Life—Lathbury.
Meaning of Dreams—Graves.
Psychology in Daily Life—Seashore.
Beginners' Psychology—Titchener.
An Ethical Philosophy of Life—Adler.
Classified Ads Get Quick Results.

PAVILION BARBER SHOP—Under personal direction of A. H. Maier. Skillful service, always.

ELECTRIC CLUB ELECTS ANNUAL OFFICERS

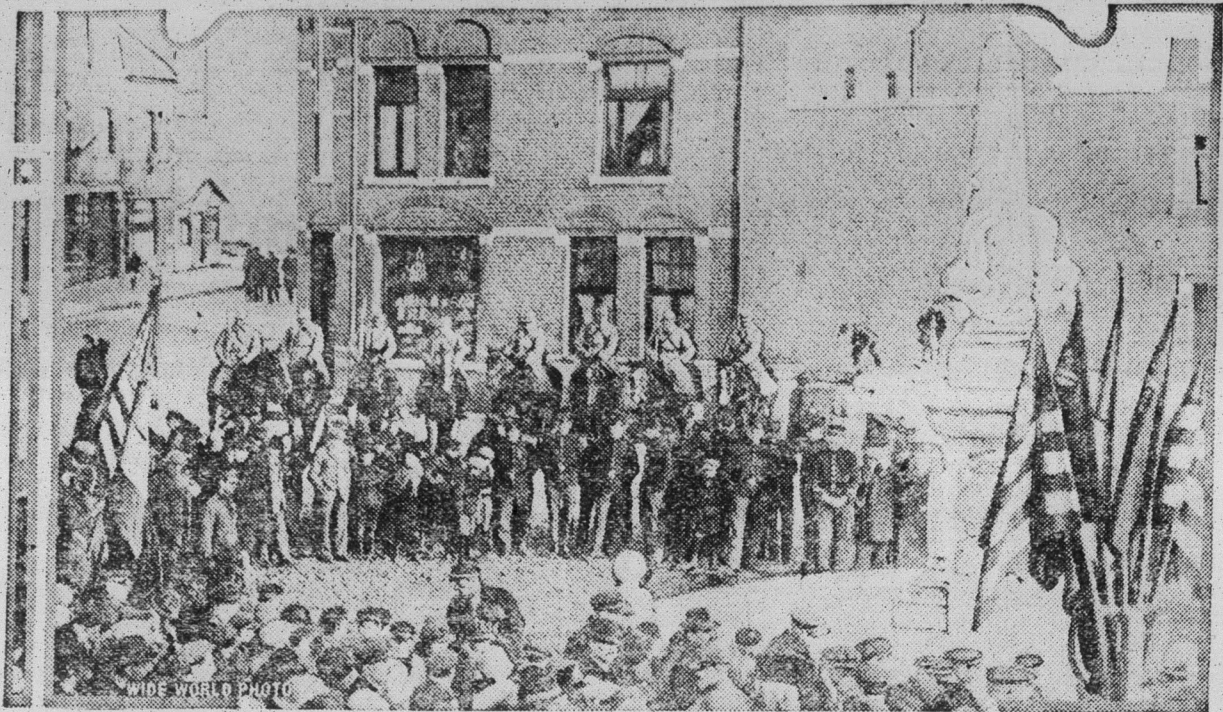
At the recent annual election of San Diego Electric club, the following officers were elected for the ensuing year: C. C. Clardy, president; Ray C. Cavell of the San Diego Consolidated Gas & Electric Co., first vice president; C. A. Stevens, manager for the Pacific Telephone & Telegraph Co., second vice president; Percy H. Adams, of the San Diego Consolidated Gas & Electric Co., secretary-treasurer. On the executive committee are H. H. Watson, Al May and William H. Talbot of the San Diego Consolidated Gas & Electric Co., Ralph Chase, local Westinghouse representative, and Herbert Rose, retiring president.

EXPANSION PLANNED BY GAS AND ELECTRIC CO. DURING CURRENT YEAR

At the annual meeting of the stockholders of the San Diego Consolidated Gas and Electric company this week, a ten per cent increase in growth was reported by the officers. Plans were announced for a general expansion of facilities during the current year, to anticipate San Diego's rapid growth. The following officers were retained for 1926: R. J. Graf, president; W. F. Raber, manager; M. B. Fowler, secretary and treasurer and vice-president; W. F. Raber, Gen. George H. Harries, H. H. Jones, F. W. Stearns, Allen L. Chickering, L. M. Klauber, F. C. Gordon and E. J. McKay.
The Mission cafe on Ventura place is being greatly enlarged and improved with the addition of a large, new dining room, equipped with private booths and tables for special dinner parties.

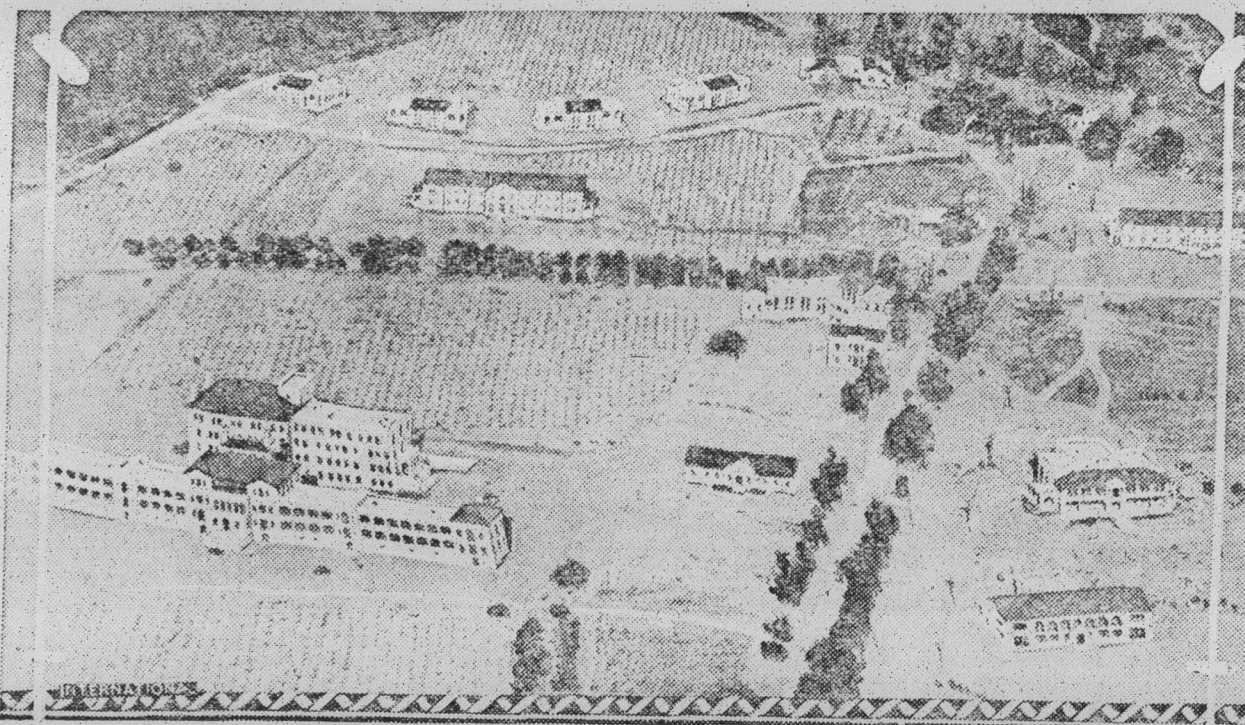
Photographs—Froide—Bacon St.

Robert Bacon's Memory Is Honored in France



Ambassador Herriek unveiling a fountain erected at La Bassée, France, to the memory of his predecessor, Robert Bacon. Premier Briand and M. Jules Jusserand took part in the ceremony.

Airplane View of the San Fernando Hospital



Airplane view of the buildings and grounds of the United States government hospital under construction at San Fernando, Cal. The structure in the right middle foreground was wrecked recently by an explosion.

Opponents, but Best of Friends



Senator William E. Borah (left), leader of the fight against the World court, and Senator Claude Swanson of Virginia (right), who introduced the resolution which would make the United States a party to the court, remain the best of friends despite the fact that they are bitter opponents on the court issue.

Manaquin River Joins Barnegat Bay



After 14 years' of excavating, the last scoopful of dirt was removed in a project near Point Pleasant, N. J., and the waters of the Manaquin river were permitted to mingle with those of Barnegat bay.

RICHES FOR KINDNESS



Kind deeds performed 18 years ago have brought an estate estimated at more than \$100,000 to Elba Drew, thirty-five-year-old laborer of Kansas City, Mo.

Drew, when a boy, took care of F. E. Forester of Goldfield, Nev., when the latter, suffering from rheumatism, went to Excelsior Springs, a health resort near Kansas City, for treatment. Forester then was in meager circumstances. Drew carried meals and mineral water to Forester's cottage for four weeks without pay. The Forester estate which is left to Drew is said to consist of mining properties and farm land.

ACCUSED MAYOR



Mayor E. J. Brown of Seattle, Wash., now serving his second term of office, who faces impeachment charges brought by the city council as the result of sensational revelations of night life in Seattle.

CALIFORNIA NEWS BRIEFS

"It's a Privilege to Live in California."

One of the largest land deals that has been recorded in months in Sonoma county was the transfer of 112 acres of the 153-acre ranch owned by Mary G. Cochrane near Healdsburg to eight persons. Harry Pitts bought 24.5 acres for \$8,000; Pietro Visso, 10 acres, \$10,000; Albert Esala, 10 acres, \$16,000; Lily Cueno, 20 acres, \$34,000; Edna M. Toomey, 15 acres, \$14,500; Louis J. Bottini, 11 acres, \$12,500; Sonoma County Abstract bureau, 21.4 acres, no price given. In an interlocked deal, Edna M. and John T. Toomey sold four acres to Robert Weston for \$5,000. A total of eighteen documents were filed in the recorder's office at Santa Rosa in connection with the transfer. The price paid for the land was \$106,000.

The state reclamation board has approved the action of its committee in making arrangements with the board of control for the purchase of lands for transfer to the United States government as a spoil area in dredging operations at the mouth of the Sacramento river. The board authorized the state treasurer to set a new date for the sale of \$7,300,000 worth of bonds to be used in the construction of the Sutter-Butte bypass. These bonds have been offered for sale on two occasions but no legal bid was received.

The Sunnyvale (Santa Clara county) board of trustees and citizens of the city have signed a truce and the war over paving improvements which had been ordered by the board and which was said to have imposed too heavy a financial burden upon the taxpayers, has been brought to a close. Peace was declared when a 3 to 2 vote canceled orders for city-wide paving construction. It was decided to submit further street improvement proposals to a vote of the people and with that officially recorded everyone was happy.

Charging that the schoolboy habit of playing marbles "for keeps" encourages gambling and theft, Chief of Police C. W. Potter and Probation Officer W. B. Young of Stockton, have requested parents and teachers to discourage the practice. A case is mentioned by the officers in which a student, after losing all his marbles, was guilty of theft several times at a Stockton store to replenish his supply. The youth said others followed the same course when they lost their marbles.

Announcement is made in Hanford, Kings county, that a financial group composed of A. C. Balch, W. G. Kerckhoff and Hen H. Myer has purchased control of the Hanford Gas and Power company. These men now control the Southern California and Midway Gas companies. F. W. Hunter, now vice-president and general manager of the Central Counties Gas company, with headquarters in Visalia, Tulare county, has been selected for that position with the local company.

More than 21,000 California war veterans were granted tax exemption up to the sum of \$1,000 during 1925 than were exempted in 1924, according to figures made public by M. D. Lack, secretary of the state board of equalization. In 1925, 120,938 veterans availed themselves of the exemption law, thus relieving from taxation \$69,127,986 worth of property owned by them, while in 1924, 99,645 former service men were granted exemptions on \$62,590,710 worth of property.

Expansion plans of the Southern California Edison company for the coming year were discussed at a meeting of the company's executives in Los Angeles a short time ago. The gathering was attended by about 400 representatives of all departments and branches of the company in the ten southern counties of the state. The concern's 1926 budget calls for an expenditure of \$33,000,000 on improvements and additions to its various plants.

Final approval of the consolidation of the First National bank and the Crocker National bank of San Francisco was given when the stockholders of the latter institution voted in favor of the merger. Under the name of the Crocker First National Bank and the affiliated Crocker First Federal Trust company, the consolidated institutions opened their doors in the present quarters of the First National bank on January 2d.

World war veterans from four counties, San Francisco, Marin, Alameda and San Mateo, are to meet in San Francisco January 10 for the first of the fifteen statewide conferences of the members of the American Legion posts of the state to consider problems affecting the ex-service men.

Mrs. Stacey Baker of Colusa, oldest living pioneer of Colusa county, has just celebrated her ninety-fourth birthday. Grandma Baker, as she is known, was born in Missouri in 1831. She fully expects to live out the century.

The state will spend \$418,800 on building improvement at San Quentin prison during 1926, it was announced by the state board of control. In addition to the \$150,000 building already being erected for women prisoners, the construction program includes reception quarters for visitors and other improvements.

Mrs. George Hall, pioneer resident of Colusa county, is dead at the age of 77. She came to California about sixty years ago.

Members of the Tracy, San Joaquin county, chamber of commerce hailed the New Year from the summit of Mount Diablo.

William G. Walker, former collector of internal revenue in Fresno, was sworn in as chief of police of that city and took charge of the department.

A human skeleton with the skull missing was found on an island in the Sacramento river east of Anderson, Shasta county. The coroner is trying to establish the identity of the skeleton.

Twelve hundred feet over and above environs of Palo Alto, Santa Clara county, belong to the city, according to one ordinance, and aviators may fly within that range only on penalty of being arrested.

Dr. C. W. Halvor Rasmussen, formerly of San Francisco, collapsed on the pavement in the business district in Los Angeles recently and received injuries in the fall from which he died while en route to a hospital.

Purchase of the Hall tract, at Sunnyvale, Santa Clara county, adjoining the Sunnyvale grammar school property on the west, has been announced by the board of school trustees. The tract will be utilized for playground purposes.

Voters of the Placer Union High school district will decide on January 26 whether the district shall issue bonds to the amount of \$250,000 for the repair of the present high school building and the erection of three additions thereto.

Additional applications for water from the Feather river and tributaries have been filed with the state division of water rights by the Feather River Power company in connection with its \$7,000,000 hydro-electric projects in Plumas county.

Along with announcement of other building progress at Van Nuys, Los Angeles county, comes word that the congregation of St. Elizabeth's Catholic church is preparing to erect a parish hall and parochial school at a total expenditure of \$50,000.

"School teaching couples" are no longer welcomed in Sacramento under a new rule of the city board of education which says that no teacher who already has a husband or wife in the Sacramento school service will be given employment henceforth.

The Biggs Union High School district, in Sutter county, is having an addition built to its present high school building at Biggs. The new addition will be ninety feet long and will contain the principal's office, domestic art room and science room.

Plans are being prepared for the remodeling of the building at Gobilan and Main streets, Salinas, Monterey county. The building, when improvements are completed, will be used for banking quarters by the Bank of Italy. The work will cost about \$25,000.

Colusa, Colusa county, has just completed a \$15,000 building to house the municipal water works. It is a concrete building, equipped with all modern conveniences for the distribution of the town's water, which is pumped from a deep well into a high tank.

Dr. T. C. Edwards, 65, former president of the California State Medical association; president of Salinas Rotary club, and active in the Masonic and Elk fraternal organizations, died suddenly while playing golf on the Salinas golf course at Salinas, Monterey county.

Application for a state charter to engage in the manufacture and marketing of sheet metal materials has been filed with Secretary of State Frank C. Jordan by the Perry Sheet Metal Works, Inc., of San Francisco. The corporation's capitalization is given as \$50,000.

The state railroad commission has denied the application of Pickwick Stages, northern division, a certificate to operate through service between Fresno and San Francisco by way of Pacheco Pass, but granted the company permission to operate a supplemental service between Taft and Lost Hills.

The state board of control announced that fifty-one acres of the old Pacific Colony site in Los Angeles county will be sold at public auction. Proceeds of the sale will be used in development of the new Pacific Colony property, where a state hospital for mentally diseased patients is being erected.

Orangevale colony land, eight miles from Folsom prison, is the latest to be offered the state board of prison directors as a site for the proposed state convict farm. The Orangevale Orchard and Vineyard company, submitting the proposal, says the tract includes 440 acres and is valued at \$68,000. A number of other acreages are under consideration by the prison board.

West Coast Peninsula Theaters, capitalized at \$1,000,000, filed articles of incorporation with the secretary of state recently. E. J. Arkush and Doretta Arkush of Burlingame, May K. Giffen, Redwood City, and Jacob Samuels of San Francisco are named as directors.

Clyde E. Wyborg, of Petaluma, formerly in charge of the Cow Testing association in Sonoma county, and later with the Stanislaus County Farm bureau, in charge of the cow testing work, has given up the work and taken a position as accountant with the Sonoma County National bank.

Have Antenna of Very Few Losses

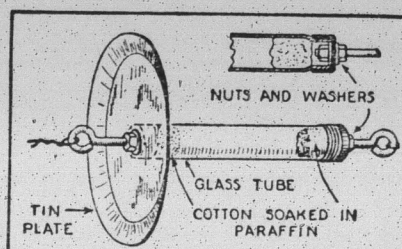
How to Construct Insulator That Will Be an Aid in Sharp Tuning.

In this day and age of low loss receivers and high selectivity, writes a correspondent in Radio News, it is necessary to have an antenna of very few losses, or the resistance of the antenna will be so high as to make it impossible to tune the set sharply.

How to do this? The antenna must be constructed of wire that will not corrode readily, enameled wire being the best. However, the most important thing is to have the best insulation possible. The very best insulator for the antenna is air, but of course that is out of the question.

Use of the Plate.

Doubtless, someone will think that because this insulator was designed for a transmitting antenna that it will not be good for the average broadcasting antenna. It is only necessary to remove the aluminum plate at the end of the insulator and you will have one of the very best insulators for a one-wire



Pieplate and Glass Toothbrush Holder Used for Insulator.

antenna. The plate is for use only when the insulator is used on a cage antenna with a transmitter.

The material that is necessary is as follows:

Long type toothbrush holder with screwcap at each end. This can be bought for about twenty cents.

If the insulator is for transmitting antenna use a small aluminum plate. The other materials are odds and ends and can be found around the work shop.

Using Melted Paraffin.

Begin by moving the caps at the ends of the holder. Stuff small pieces of cotton in each end of the tube. Now it will be possible to pour in melted paraffin. Just enough should be poured in to seal the tube. This will prevent moisture from entering the tube and thus destroying the insulating power of the glass. Instead of paraffin, sealing wax, such as found on the top of dry cells, may be used to seal the ends of the insulator. Now eyeballs of about the same design as shown in the sketch and threaded on the end, should be constructed. When the eyeball is attached to the cap it will be found necessary to place a big washer on the inside of the cap and a smaller one on the outside of the cap. This will prevent the ventilation holes on the cap from pulling out. It is a simple matter to place the aluminum plate at the end of the insulator. When the plate is used it should always be put at the end of the insulator which is hooked to the antenna.

When it is constructed, you will have a very fine insulator, which takes very little time to build, has a remarkable pulling strength and is very cheap.

S. L. F. Condensers Aid Tuning of Wave Meters

The wave meter, whether it be plain or be made with all the finer improvements, is one of the most handy pieces of apparatus any builder of receiving sets can have. Therefore, the tuning of a wave meter has been a rather difficult feat because a very slight change in capacity threw the circuit out of resonance.

The insertion of a straight line frequency condenser in the wave-meter circuit will greatly facilitate the finding of the resonant point because a large change in dial setting is essential for a small change in capacity, except at one end of the dial, but as the frequency variation is the same, tuning may be accomplished with the same ease.

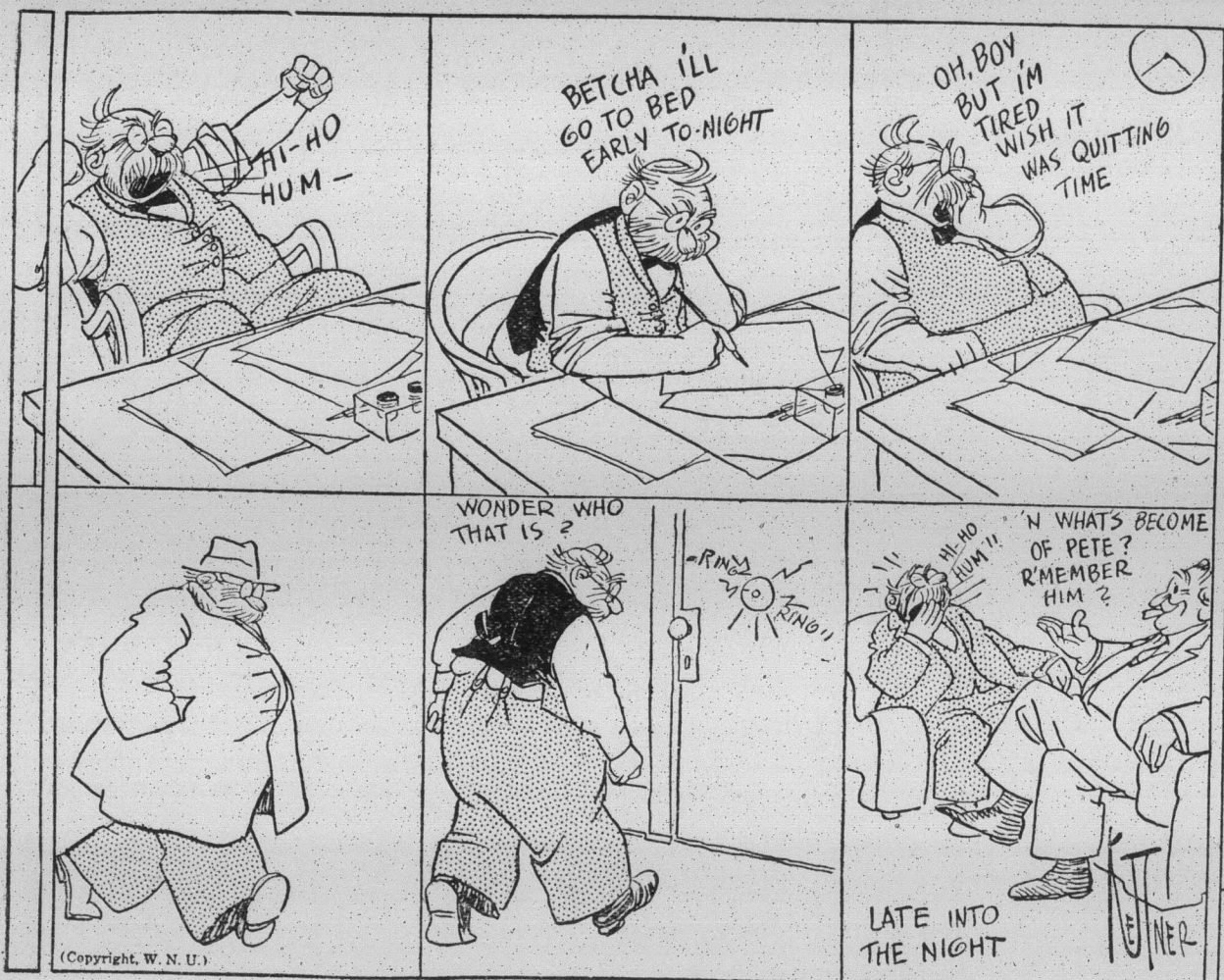
For wave-meter construction it is essential that condensers with heavy plates, strong supporting members and accurate spacing be used. This necessitates the use of an instrument with concentric plates because eccentric plate condensers are of a necessity made with thin plates, which makes the capacity calibration subject to change without notice.

How to Enlarge Holes When Building Receiver

The best way to make holes in a panel large enough to take the jacks or for the shafts of variable condensers, rheostats or other instruments, is to first drill a large hole and then replace the drill with a flat file of rather fine grain. A flat file will usually taper down to sufficient width to just about squeeze into the hole made by the drill and if it is turned in the brace slowly, usually in a reverse direction, the file will cut away the side of the hole, gradually enlarging it until it is of sufficient size to accommodate the jack. Do not try to work the drill fast or it may snap off the file. If it seems to stick and work itself into a self-cut thread, reverse the direction and work at a slower rate. This method of enlarging holes will greatly assist in building the receiver and at the same time will give a smooth, clean-cut hole.

OUR COMIC SECTION

Our Pet Peeve



THE FEATHERHEADS



Going, Going, Gone!

MICKIE, THE PRINTER'S DEVIL

Put Him Back, Boss



Daddy's Evening Fairy Tale

BY MARY GRAHAM BONNER

SNAPPING TURTLES

"In July," said Mrs. Snapping Turtle, "I laid the eggs. I dug nice holes deep down in the ground—not so very deep down—but deep enough."

"Well," said Mr. Snapping Turtle, "which do you mean?"

"Do you mean deep down or not so very deep down?"

"I mean deep enough down but not too deep down," answered Mrs. Snapping Turtle.

"In fact I mean just what I say."

"Oh," said Mr. Snapping Turtle. "That is one way of talking."

"In fact, now that I think about it, I consider it a good way."

"No one can correct you if you talk that way, at least it would be hard for anyone to correct you."

"You tried to and failed," said Mrs. Snapping Turtle, "so now you understand."

"Yes," said Mr. Snapping Turtle, "and so you can tell other turtles who might inquire that you dug just deep enough."

"Turtles are pretty tame here in the zoo," said Mrs. Snapping Turtle.

"Many of the little turtles hatch out eggs, too."

"Little turtles hatch out other little turtles," laughed Mr. Snapping Turtle. "That sounds funny. You have a way, Mrs. Snapping Turtle, of saying things so they don't mean much of anything."

"I didn't say it just as you quoted me," said Mrs. Snapping Turtle.

"Besides, if you stopped to think, Mr. Snapping Turtle," Mrs. Snapping Turtle said proudly, "you would know that that sentence I just spoke or uttered meant a great deal."

"In the zoo the turtles, small in size, are the ones who aren't too lazy to lay eggs and hatch them out."

"You're right. I'll admit it," said Mr. Snapping Turtle.

"Yes, you're a smart, quick turtle. No wonder you are called a snapping turtle."

"Of course I am, too."

"But I consider you deserve the name many more times over than I do."

"Thank you," said Mrs. Snapping Turtle, who considered this quite a compliment.

"It's lovely in our outdoor home," said Mr. Snapping Turtle.

"We've been very lucky for we've lived all summer long and each and every summer that we've been in the zoo."

"Of course now the weather is quite different, quite different."

"It changes—the weather does."

"It snaps, too, sometimes. Really. I often wonder at times why people don't speak of snapping weather, just as they do of snapping turtles."

"I've heard them sometimes say that the weather was quite snappy."

"But they should sometimes call the weather snapping weather. I give them this suggestion for their use if they want it."

"Ah yes, it made us feel so well having a summer out-of-doors but now the Snapping Turtles must pay a com-

Community Building

"Dressing Up" School Ground Delights Eye

Town pride, enthusiasm and co-operation can accomplish wonders in beautifying public grounds. Tannersville, in Monroe county, has one of the most beautiful and complete public landscape projects in swing in the whole state. J. R. Bracken, landscape gardening extension specialist of the Pennsylvania State college, is the guiding spirit. Behind it all looms real town pride and enthusiasm on the part of the school board, which decided on the beautification in front of the new consolidated school.

The school board has torn out brush and part of the foundation of an old tannery. Installed pipes for draining the surface water, effected a shade tree and plaza approach to the building, all in natural settings, with water prominent in the scene. There is a handsome concrete walk, with two curves, at the front of the school.

Native rhododendron and other growths will make beautiful much of the large space before the school. The plants will be secured near at hand. Of particularly delightful beauty is the bridge walk, on either side of which there are two small lakes. The water is not dangerously deep in either one. Study will be given to water plants and settings for this part of the scene. —Philadelphia Record.

Matter of Planting

Trees Along Highways

That ornamental shade or fruit trees, planted at the edge of the right of way of the new roads, would greatly enhance the beauty of the state and add much to the interest of a journey across it has been suggested in a recent letter from G. L. Joyce of Linn county, Mo., which was shown to the Missouri state highway officers of Division No. 2, in Macon, Mo.

The officers were interested, but noted some possible objection to it. Too much shade keeps a roadway damp, and the trees might interfere with the widening of the roadbed or the extreme edge of the right of way. The falling leaves, too, might increase the autumn touring danger of "leaf skidding."

A beautiful double row of old shade trees borders the lowlands, through which the old toll road from New London to Hannibal runs. Their danger to cars on night runs was lessened by coloring the trunks white. Residents are greatly attached to those ancient trees, and proud of the beautiful vista through them. Tourists frequently stop and take photographs there because of the picturesque view. —St. Louis Globe-Democrat.

Select Colors Carefully

Window sashes, shutters and trim add to the richness if they are painted a deeper, darker color than the body of the building. If the house itself is dark, these parts should be done in a lighter shade of the same color, or in cream or light neutral tint. This is a very simple way to get contrast and avoid monotony.

Due regard should be had for the coloring of neighboring houses. Much good effect can be obtained with a little consideration in this direction. Instead of an indifference which tends to mar the whole outlook. The scheme of the house as viewed from the street should be one of quiet, well-selected colors, so that it may dwell in amity with its neighbors and convey an impression of good breeding and domestic refinement.

Financing the Home

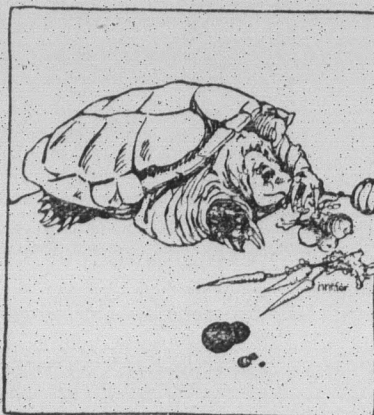
When you are thinking of building a home remember that no matter how carefully you build the first cost is not the last cost. Besides the payments on principal and interest on a home, allowance must be made for some or all of the following expenses: Renewals and repairs, property tax and special assessments, insurance, water tax or rent, accessories, improvements. Some owners also add in the interest they would otherwise receive on the amount of their cash payment or equity.

Good Lights Pay

Recent reports from many cities throughout the United States show that good street lighting accomplishes the following: More business on downtown streets; more buyers from out of town; stronger impression of thrift and progress; fewer overhead wires; better civic pride; help for the fire department; less crime; safer playgrounds; more industries; increased real estate values; more sanitary condition of streets and fewer traffic accidents.

Britisher With Sense

A London hotel discovers its heating system can be used to advantage during hot summer months and keeps it going full blast. It is operated with ice, however. When the hot days come, the pipes are flooded with water from artesian wells and the tanks filled with ice. The circulation of cold water brings down the temperature eight to ten degrees, greatly to the comfort of the guests. Who'd think a British landlord would be the first to try out such a scheme?—Capper's Weekly.



Mr. Snapping Turtle.

pliment to the Snapping Weather and tell it that it is living up to its new name admirably."

"The zoo is fine," said Mrs. Snapping Turtle, "and they have such a fine market."

They gave us the most delicious summer vegetables this past year."

"Food, fresh food, summer time and out-of-doors, and health in store when the Snapping Weather comes along, ah, the life of a Snapping Turtle in the zoo is wonderful," said Mr. Snapping Turtle.

"And the little turtles hatched out two months after I laid the eggs," said Mrs. Snapping Turtle.

"That was a glorious ending to a happy summer," she snapped happily.

Mother Was It

A college professor had two razors, a big one and a little one. One day when he was shaving he called to his small son:

"Johnny, this big razor is dull. Go get the baby razor."

Johnny went to the foot of the stairs. "Ma," he called, "pa wants you."

Uncle John's Back Yard

Emma was visiting her uncle's farm for the first time. On the morning after their arrival she started out to explore the premises.

Soon she shouted to her mother, "Oh, mamma, come and look! Uncle John's back yard reaches clear around the house!"

A Health Builder

HOSTETTER'S Celebrated Stomach Bitters is a wholesome tonic.

Keeps the stomach in good condition and improves the appetite.

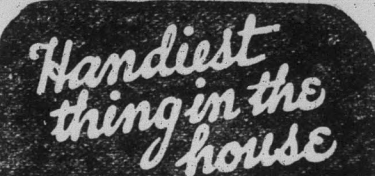


FOR OVER 200 YEARS

haarlem oil has been a world-wide remedy for kidney, liver and bladder disorders, rheumatism, lumbago and uric acid conditions.



correct internal troubles, stimulate vital organs. Three sizes. All druggists. Insist on the original genuine GOLD MEDAL.



For Cuts

Dress at once with "Vaseline" Jelly. Prevents soreness. Shuts out air and dirt. Heals quickly. Keep it handy for every emergency.

CHESEBROUGH MFG. COMPANY State Street (Consolidated) New York



CHAPPING - SORES

One treatment soothes the irritation and starts the healing if you use



PASTOR KOENIG'S NERVINE

for Epilepsy Nervousness & Sleeplessness. PRICE \$1.50 AT YOUR DRUG STORE. Write for free Booklet KOENIG MEDICINE CO. 1045 N. WELLS ST. CHICAGO, ILL.

It's for Piles Peterson's Ointment

"Hundreds of people have told me," says Peterson, "that Peterson's Ointment is the quickest and best remedy for piles in the world." For chafing, eczema, old sores and sore feet. All druggists, 60 cents.

Women as Executives

Three of the largest industries in the city of Piqua, Ohio, are headed by women. The three concerns, which together employ about 2,000 workers, are engaged in the manufacture of wool blankets, oil machinery and stone-mable products. Their combined valuation is estimated at \$12,000,000.

Sure Relief

BELLANS FOR INDIGESTION 25 CENTS. 6 BELLANS Hot water Sure Relief. BELLANS FOR INDIGESTION 25c and 75c Pkgs. Sold Everywhere.

Guard Natives From Radio

Because radio broadcasts are said to entice natives from their work, the government of Venezuela is reported to have placed a ban on the importation of radio receivers, according to Wireless World.

Colds By millions ended

Hill's stop millions of colds every winter—and in 24 hours. They end headache and fever, open the bowels, tone the whole system. Use nothing less reliable. Colds and Grippe call for prompt, efficient help. Be sure you get it.

Be Sure It's HILL'S Price 30c CASCARA QUININE Get Red Box with portrait

Dickey's OLD RELIABLE Eye Water relieves sun and wind-burned eyes. Doesn't hurt. Genuine in Red Folding Box. 25c at all druggists or by mail. DICKEY DRUG CO., Bristol, Va.-Tenn.

Money, Brains or Love?

By THOMAS ARKLE CLARK
Dean of Men, University of Illinois.

MARY CURTIS was acknowledged to be the prettiest girl in town, when I was a boy. I did not myself enjoy the privilege of urban life, living instead on a farm some distance out, and so viewing the town maiden with some degree of awe and admiration.

Mary was the popular citizen from the moment she entered high school. Her father was by no means affluent. He did, in fact, operate the village hardware store, but Mary was his only child and upon her he lavished the results of his limited gains from disposing of base burners and shingle nails, and garden tools. Mary had the clothes, and the curly locks, and the pleasant smile, and an eye out for the main chance. All the fellows were crazy about her.

She got through high school without any permanent emotional entanglements, and she was well on in college before she actually had to say yes or no to any matrimonial proposal. Whenever she had seen an offer of marriage coming her way she had always been able to duck or to sidestep the encounter. When she was a senior she had a dozen admirers at least, but there were three with whom she ultimately realized she would have to settle. They meant to have a decision.

Clayton was the brainiest man in college. If keenness of mind and an ability to solve a difficult problem when it presents itself count for anything, then Clayton would be heard from some day. But he was cold, he was self-centered, and he had little more than future prospects. He was not an interesting lover.

Jordan loved her to distraction and wisely let her know it. He was the most unselfish, the most popular, and the most likable man in college, but he was poor, desperately poor. Whoever married him would have to start humbly and be satisfied, at first at least, with hard work and love.

Martin was more or less of a non-entity, but he had money. He was uninteresting and stupid, but he dressed well, he sent her flowers and took her riding and she knew he could give her a beautiful home, good clothes, motor cars, and an easy comfortable life.

Brains, money, love—which should she choose? She didn't hesitate long; shortly after she got out of college she married Martin and he took her to the big ugly house which he had built for her.

I see her often, and I wonder sometimes if she has ever regretted the choice she made. She has grown rather stout; the corners of her mouth droop; her face shows a rather dissatisfied, discontented mind. She's hard to get on with, the neighbors say. She has found Martin stupid, and she's discovered that money, after all, isn't everything. I wonder if she doesn't sometimes think regretfully of the day when Jordan told her that he loved her and when she refused him, for Jordan got on very well and he is said to have the happiest home in town.

(© 1926, Western Newspaper Union.)



You Can't Go Wrong WHEN YOU BUY BEACH PROPERTY

RADIO DEMONSTRATIONS

The Year 1925 ended with radio-casting of chimes in the London towers on the evening of December 31, that were heard all over the world.

The program was worked out for our country by General Harbord, president of the Radio Corporation of America, and the words of the poet, "Ring out the old, ring in the new," were made literally true.

The tolling of "Big Ben" on the Houses of Parliament, London, was heard in all the civilized countries of the world.

An official American spokesman sent return greetings to England and to the listening world, the words being repeated by linguists in foreign languages.

"Ring in the valiant man and free, the larger heart and kindlier hand; Ring out the darkness of the land, ring in the Christ that is to be."

Is it any wonder Americans have adopted the radio as household equipment along with the telephone and electric lights?

It's time for subscription renewals.

OBITUARY

WARREN E. KINGSBURY

PASSES AWAY

Telegraphic news was received last Monday by A. G. Kingsbury of the rather unexpected demise of his brother, Warren E. Kingsbury, at his home in Indianapolis, Ind., on Jan. 25, following a somewhat sudden and severe attack of influenza. The deceased was quite well known in Ocean Beach, where he was a most welcome and highly respected visitor during the summer two years ago, residing with his family in one of the Del Monte cottages. Besides his widow and brother, the deceased is survived by his only son, A. N. Kingsbury, a banker of St. Louis, Mo., and the latter's married daughter, residing in the same city, and all of whom have visited here.

DEMISE OF E. F. DUDLEY

Obituary announcement is made of the passing on Jan. 26 of Eben Frances Dudley of 5107 Narragansett avenue. He was the husband of Alice H. Dudley, and father of Mrs. E. Gifford Sibley of Taunton, Mass., and Henry Dudley of Owosso, Mich. The deceased was a native of Massachusetts, aged 69 years. The remains will be forwarded by Johnson-Saun company to Boston, Mass., for interment.

DEATH OF M. V. LOMAX

At the age of over seventy-one years, Marshall V. Lomax died Jan. 27, and funeral services will be held under the direction of the Johnson-Saun company. He was the husband of Elizabeth J. Lomax, and father of Mrs. C. L. Hawkins, Mrs. Frank T. McAllister and Miss Ethel Lomax, of Pacific Beach, and W. R. Lomax, of Jan Jose, Calif. The deceased was a native of Indiana.

DEMISE OF MRS. L. M. GRUBBS

Following a very brief illness Mrs. Louise M. Grubbs passed away Jan. 21 at the residence in Ocean Beach. She was a native of Pennsylvania and is survived by two brothers and two sisters. Funeral services were held last Saturday afternoon, Rev. W. F. Newman and Rev. F. R. Stoetzel officiating.

REGISTRATION SCHEDULE FOR SECOND SEMESTER AT SAN DIEGO HIGH SCHOOL

The second semester's work at the senior high school will begin Monday, Feb. 1, and announcement is made that incoming students from junior high schools will be due at 8 o'clock. Boys will receive their program in Study 100, main building; girls in the library, room 300, in the Fine Arts building.

Each student must deposit \$3 for the use of textbooks, and \$1 is the fee for a student activity ticket, which entitles students to attend games, receive the weekly newspaper, and to take part in student activities. This fee will be handled in the commercial department, Room 116, main building.

Upper class students will be due at 9 o'clock, and all students will attend classes, each class meeting for fifteen minutes. Tuesday periods will be of forty minutes, as usual. The girls will be expected to be in complete regulation uniform on the opening day of the semester. Students unable to procure the uniform should consult Mrs. Charles Perry, chairman of the Parent-Teachers' association student aid committee, 1028 Fourteenth street, Main 3742, or Miss Freese, vice-principal, before the opening of school.

New students from outside of the city will be registered by the vice-principals after 1 p. m. Monday.

DIPPING INTO SCIENCE

Friday a Good Luck Day

Columbus, sailed from Spain on Friday and discovered land on Friday. He departed again on Friday, and on a return trip discovered the mainland of South America on Friday. St. Augustine was founded on Friday, the Mayflower reached Provincetown on Friday, and John Adams' motion for an independent United States was made on Friday (July 7, 1774).

(© 1926, Western Newspaper Union.)

CLASSIFIED ADS

GET QUICK RESULTS

WE CIRCULATE

CHURCHES

CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF OCEAN BEACH

DeFoe Street at Santa Monica Ave.
Rev. W. S. Dunn, Pastor

Bible School at 9:45 a. m.
Morning worship at 11 o'clock.
Sermon by the pastor, "The Call to Strength." Anthem by the choir. The junior choir will sing.

Young people's meeting 6:45 p. m.
Musical service at 7:45. The Bungalow Trio will provide the instrumental music.

You are cordially invited to attend these services.

SACRED HEART CATHOLIC CHURCH

Cor. DeFoe St. and Saratoga Ave.
Rev. P. C. Santy, Pastor

Ocean Beach—Sundays, Mass at 8:30 a. m. Sunday school at 9:30. Rosary and Benediction of the Blessed Sacrament at 7:30 p. m. Week-day Mass at 8:00 a. m.

Roseville—Sundays, Mass at 10. Sunday school at 10:30. Mass at 8 every first Saturday of the month.

UNION CONGREGATIONAL CHURCH

(Corner DeFoe Street and Santa Monica Avenue)

Sunday School at 9:45 a. m.
Sunday morning, Jan. 31, at 11 o'clock, Rev. William F. Newman will preach. Subject: "A Sure Foundation."

NEW TRINITY CHAPEL

Rev. Geo. Wallace, D.D., in charge.

Holy Communion, 8 a. m.
Morning prayer and sermon, 11.

Subscribe for "The Beach News"

Helen Wills Is in France



Helen Wills, national singles tennis player, has arrived in France and it is expected she will meet Suzanne Lenglen in a match game before her departure.

FINE BEACH HOME

Bargain for Cash or Good Terms.

New modern 4-room house, bath, laundry tubs; garage, gas, water and electricity; level lot, 50 ft. frontage, near seashore, convenient to car line; \$750 will handle. Don miss this!

KIRK SMITH

Licensed REALTY Broker
Office of "The Beach News"

Phone, Point Loma 17

Beach Property to Suit You
Special and Exclusive Listings



"Patronize Home Industry"

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula.

PUBLISHED EVERY SATURDAY

4829 Saratoga Avenue
Ocean Beach, California
Phone Point Loma 17

KIRK SMITH—Editor-Owner

KATHERINE SMITH—Sec'y.-Treas.

Legalized as an Official San Diego City and County Newspaper

SUBSCRIPTION PRICES: In San Diego County, \$1.00 a year; elsewhere, \$1.50 a year. All subscriptions payable IN ADVANCE.
Single Copies 5 Cents

LOCAL READERS—Fifteen cents a line, averaging five words to line.

CLASSIFIED ADS—Ten cents per line, averaging five words to line.

Advertising Rates Upon Application
Classified, Transient, Political and Discount Ads
PAYABLE IN ADVANCE

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

A LEGAL NEWSPAPER

EIGHT PAGES

Saturday, Jan. 30, 1926

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.



Th' village blacksmith now hez a grandson whut tells bedtime stories over th' radio!

EDITORIAL

THE "FREE" BUNK

A newspaper which is an ardent supporter of municipal ownership recently said:

"The little city of Lodi is the best lighted in California. Its thoroughfares are illuminated by 553 electroliers, or one electrolier to each group of 14 residences. The big thing is that the illumination of Lodi's streets is absolutely free. The only cost to the residents is the original purchase of the electroliers, the city installing them and furnishing the lights without charge. Municipal ownership is the answer to the query of how and why."

It has been a well recognized fact for a good many centuries that some one "pays" for everything in the world. There is nothing "free." Even a child knows that electric lights cannot be furnished free. One group of persons may get lights without any monthly charge, but they are not free—someone pays the cost for producing them.

Investigation of the tax rate in Lodi shows that while street lights may be "free," the "charge" for "taxes" has been steadily climbing until the present rate is \$2.30 against \$1.25 five years ago, or an increase of 88 per cent.

Neither Lodi nor any other city gets free electric lights. Consumers pay, through taxes or otherwise, for any service which they receive.

OTTO DOESN'T WANT

TO LOSE OUT

Writing from Wabasha, Minnesota, where he is the popular proprietor of the Princess theatre, Otto Burhardt sends along his check for his renewal subscription, adding that he "doesn't want to lose out on receiving 'The Beach News' regularly each week."

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

OCEAN BEACH LUMBER COMPANY

W. H. RABSAHL, Manager

Corner Muir Ave. and Ebers St.

Phone, Point Loma 40

LUMBER

LATH - SHINGLES - NAILS - ROOFING

Sash and Doors and Mill Work

Wall Boards—Cement and Plaster

Agents for

PIONEER SHINGLES and UPSON BOARD

Under New Management

Alligator Rock Lodge

MRS. W. W. BURCH, Proprietor

LUNCHEONS, TEAS and DINNERS

Regular Dinner, \$1.00 -- \$1.25

Card and Dinner Parties Arranged by Appointment

Corner Coronado and Bacon Street

Ocean Beach

One Block from Car line —Phone Point Loma 327

Residence, 4764 W. Pt. Loma Blvd.

Phone, Pt. Loma 174-J

C. L. Schachtebeck General Insurance

General Agent for Mutual Life Ins. Co., New York

Office Phone, Main 1716

904 EIGHTH STREET

SAN DIEGO, CALIF.

THE BEST OF EVERYTHING

In DRUGS and

Druggists' Sundries

KRAFT'S DRUG STORE

Cor. Bacon St. and Newport Ave., Ocean Beach

Two phones: Point Loma, 194—Point Loma, 411

Hot and Cold Water
Newly Furnished

Free Garage
Private Baths

Loma Hotel.

ROOMS AND APARTMENTS

By Day, Week or Month—Special Rates to Permanents

ON HIGHWAY NEAR OCEAN

A. D. PIERSALL,

Owner and Manager.

2221 Abbott Street

OCEAN BEACH, Calif.

Phone Point Loma 39

Making Landscape in Florida



Whenever a Florida real estate man needs more "landscape" for his "development" he just goes out and makes it. This picture shows how full-grown palm trees are taken up, transported and transplanted.

KEEP ADVERTISING, AND ADVERTISING WILL KEEP YOU!

If it's about the beaches
It's all in "The Beach News."
Only One Dollar for One Year

SAN DIEGO Army and Navy Academy

Prep for College, West Point and
Annapolis—Enjoys University of
California's Highest Scholastic
Rating

THOROUGH MILITARY
INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Phone, Pacific Beach 172
COL. THOS. A. DAVIS, Pres.

Harry R. Buckles

PLUMBING
CONTRACTOR
3727 Mission Boulevard
MISSION BEACH
Phone Pac. Beach 1012

Phone Pt. Loma 10-M
L. W. ERKER
and
G. BERGLUND
CONTRACTORS
AND BUILDERS
Day or Contract
Res., 4861 Niagara Ave., O. B.

IF YOU HAVE
HOUSES
FOR RENT
Classified Ads Get Quick Results.
WE CIRCULATE

Ocean Beach CLEANERS

Phone Pt. Loma 30-J

Phone Point Loma 259-J
Edward K. Burdette
PLUMBING
Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

Phone, Pt. Loma 0532-M
T. J. Ellis
PAINTING CONTRACTOR
CARPENTRY
Estimates Free.
4620 BRIGHTON AVENUE,
P. O. Box 1061 Ocean Beach

D. R. SAUM E. C. BANGS
Pres. Secy.
Established 1887
Johnson-Saum Co.
Incorporated
Superior Service and Equipment
The expense is a matter of your
own desire.
LADY EMBALMER
For Ladies and Children
N. W. Cor. 4th and Ash Sts.

IF it's in the line of
PRINTING
From a Visiting Card
to a Poster.
We Can Satisfy You With
Quality, Quantity and Service
The Beach News
JOB PRINTING DEPT.
Phone Point Loma 17
4829 Saratoga Avenue,
Ocean Beach, California

DON'T FORGET
"BEACH CLEANLINESS"
STANDS FOR "HEALTH"
"NEW HOME-SEEKERS"
"MORE PROSPERITY"



Katherine's "Kollum"

By MRS. KIRK SMITH
Phone Point Loma 17

MISS DOROTHY HARRISON AWARDED HIGH HONORS AT STATE COLLEGE

A splendid educational triumph was recently achieved by Miss Dorothy Harrison, of 1968 DeFoe street. She has been awarded a \$50 scholarship, given each year by the Associated Women Students of San Diego State college. This is a very high honor, being won on her first semester's work, and the scholarship requires a "B" average and regular standing. Miss Harrison won the scholarship on an average of nearly "A." She is a member of the Komo sorority, an organization which ranked second among all of the sororities and fraternities in State college last semester in scholarship. Our most happy felicitations are extended upon her brilliant achievement.

VISITOR INVESTING FOR FUTURE RESIDENCE

Mr. and Mrs. Cole and their daughter are visitors here from Miles City, Montana, where Mr. Cole is a very prominent leader in the sheep industry. The Cole family will very likely locate in Ocean Beach, where it is understood Mr. Cole has secured option on some excellent property. It is also very probable that Mr. Cole will obtain large acreage in Imperial valley for the furthering of his sheep interests, and will make his shipments via San Diego. Last season it is stated he handled over one hundred thousand lambs on his Montana holdings. Mr. Cole contemplates extending his realty investments here and the construction of a fine beach home.

BILLY AND BETTY BUILDING AT THE BEACH

A permit has been obtained by W. W. B. Seymour for the construction of a stucco cottage and garage at 4301 Santa Monica avenue. The cost will be over \$7,000.

P. T. A. MEETING

Friday, Feb. 6, is the date for the regular meeting of the Parent-Teachers association at the Ocean Beach school. The chapter in the study book is number six. Mrs. W. B. Leonard, who attended the recent P. T. A. convention at Ocean-side, will give a report of the meeting.

CALLING COMMITTEE

The Ladies' Calling committee of the Union Congregational church will meet at the home of Mrs. Walter Roberts, 4741 Niagara avenue, at 2:30 p. m. Thursday, Feb. 4, according to an announcement made by the chairman of the committee, Mrs. Claude M. Cole.

MISS RYAN ARRIVES

There's an eight and a half pound baby girl at the home of Fireman L. E. Ryan, 4744 Del Monte avenue, where the parents are in the seventh heaven of happiness. Miss Ryan arrived Wednesday, Jan. 27, and mother and daughter are doing nicely. Heartiest well wishes are extended by "The Beach News" staff to the entire family.

VERY WELCOME VISITOR

Mrs. J. A. Power, of Calistoga, Calif., is visiting her brother, W. N. Douglas, and her mother, Mrs. C. J. Douglas, on Del Monte avenue.

GUEST FROM MODESTO

Miss Freida James, of Modesto, is the guest of her cousins, Mr. and Mrs. A. P. Ransone, 4928 Brighton avenue.

STUDY DEPARTMENT

The study department of the Ocean Beach Women's club will meet next Monday, Feb. 1, in the rear room of the Congregational church on DeFoe street.

Classified Ads Get Quick Results.

DINNER GUESTS AND SPECIAL PARTIES AT ALLIGATOR ROCK LODGE

Mrs. Joseph Harrison entertained several friends from Michigan at a dinner party last Wednesday.

Mrs. Macomber, of San Diego, entertained with a special bridge party last week-end.

New furniture and fixtures arrived last week-end for the enhancement of the interior of the lodge.

Mrs. W. W. Burch, the popular and enterprising proprietress, has had all of the cottages thoroughly renovated and redecorated and they are now in excellent order for tenancy.

Quite a number of eastern tourists have been among the recent enthusiastic visitors at the Alligator Rock Lodge, where a most agreeable and courteous welcome awaits all.

THE BEAUTY SHOP Phone Point Loma 193.

DANCE RECITAL BY MISS TERHEGGEN'S PUPILS

Special invitations were issued by Miss Elsa E. Terheggen for a "dance recital" given by a group of her pupils Friday evening, Jan. 29, at the Wednesday clubhouse on Ivy Lane, San Diego. The program was splendidly arranged and the dance and musical numbers were all delightfully interpreted as follows: "The Fairy," Betty Jane Bryan; Marion Nelson; "Chinese Dance," Leola Schiroti and Buddy Faber; "Milady Goes a Walking," Edith Dodson; "Sailor's Hornpipe," Alma Norgard; Mardella Weber; "The Sea Nymph," Lucille Gerald; "The Egyptian Dancer," Anita Bettini; "Le Secret," Arlene Schiroti; "Fedora," Kathryn Dimock; "La Cigarette," Lucille Gerald; "Jockey Dance," Anita Bettini; "Argentine Tango," Senor Don Parque and Senorita Panzy Davis.

Greeting Cards—Froide—Bacon St

LADIES' NIGHT AT PENINSULA MASONIC CLUB

Last Thursday night, Jan. 28, was ladies' night at the Peninsula Masonic club and enjoyable entertainment was provided by members of Peninsula Lodge, No. 620, F. & A. M. There was an extra hour or two of dancing with added refreshments.

MOTORING TRIPS

Mrs. Raymond and Mrs. Wilfred Peabody left last Tuesday for Hastings, Neb., to be gone about a month. They are the daughters-in-law of Mr. and Mrs. W. I. Peabody, of 5037 Newport avenue. The latter recently returned from a motor trip through California.

THE TUESDAY CLUB

The next regular meeting of the Tuesday club will be held at the home of Mrs. La Tour on Bolinas street.

SUNDAY DINNER GUESTS

Police-chief James Patrick and his wife were dinner guests of Mr. and Mrs. R. W. Chadwick on Warrington street last Sunday.

COMMUNITY ENTERTAINMENT

The University Heights Dramatic club presented a program of three one-act plays in the Pacific Beach school auditorium, Thursday, January 28. These plays represent the spare time activities of a neighborhood group organized through the University Heights playground and the Jefferson P. T. A., and conducted under the direction of Community Service, which is forming like groups throughout San Diego.

A son was born Jan. 21 to Mr. and Mrs. Lynn Meibos, of 4883 Muir avenue.

Please mention The Beach News in your dealings with the patrons of our advertising columns.

CLASSIFIED ADS

ONLY A DIME A LINE
25 TERMS CASH
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance.

FOR SALE—Part of a baby's outfit, nicely finished in blue. Cheap for cash. Call at 815 Kingston Court or address Box 115, Mission Beach.

FIREWOOD FOR SALE—3 sacks heavy wood, \$1; 4 sacks kindling, \$1; 1/2 truck load mixed wood, \$3.50; 1 truck load mixed wood, \$6; eucalyptus wood, per rick, 75c; 16-in. fire-place wood, per rick, \$3; 16-in. eucalyptus and cypress, heavy, per rick, \$5.50. Phone Pt. Loma 377-WK, or call at 4937 Del Monte Ave., O. B.

DRESSMAKING—Mrs. Mabel Jordan, 5073 Narragansett avenue, Ocean Beach. Phone Pt. Loma 106-M.

LEGAL ADVERTISEMENT

CERTIFICATE OF INDIVIDUAL FICTITIOUS NAME

(Civil Code Sec. 2466-2468-2470)
State of California, County of San Diego, ss.

I hereby certify that I am transacting business at 115 Broadway, San Diego, in the state of California, under a designation not showing the name of the person interested in such business, to-wit:

California Mosaic Tile Company.
Name—Dwight B. Boyden.
Place of residence—San Diego, Calif.

State of California, County of San Diego, ss.

On the 20th day of January in the year one thousand nine hundred and twenty-six, before me personally appeared Dwight B. Boyden, known to me to be the person whose name is subscribed to the foregoing instrument, and he acknowledged to me that he executed the same.

Witness my hand and the seal of my office this 20th day of January, 1926.

Notary Public in and for the County of San Diego, State of California.

(SEAL)
My commission expires April 1, 1929.

EGGSTRA! EGGSTRA!

"JERRY" BECOMES "GERALDINE"
Thirteen good, sound duck eggs, the last being laid yesterday with a double yolk, have established the fact that G. E. Beaman's famous "drake," called "Jerry" by everybody at the Poultry Concession in the Mission Beach Amusement Center, is a duck of a different degree. "Jerry" has been rechristened "Geraldine" and all's serene along the Prado once more, while duck eggs continue a favorite dish with the Beaman family.

Off-the-Side Trims Continue in Favor



Ribbons, flowers and plumage continue to drop from the side of the hat shoulderward. Because the milliner has an eye for lines of beauty, this style of trimming has been revived with renewed interest for this spring. Then, too, the big argument in favor of these side-drop trimming effects is, that they are very becoming.

Many of the lovely pastel-colored belting ribbon toques, which are a much-heralded vogue for this spring, feature the flattering off-the-side trim. The hats in this picture present charming versions of the graceful to-the-shoulder side-trims. In the one instance the toque is satin with uncut velvet ribbon looped to charming grace. The other model is one of those smart crochet straws. Its color is blond and the rosetted bow, with slash ends falling to the shoulder, are in a bright amber shade.

Gay colored felts with pendant trimmings of flowers in match shade, are greatly in evidence at southern resorts.

Subscribe for "The Beach News."

It's Not Far to a FABER Store

FABER'S Ocean Beach Grocery

5008 Newport avenue Phone Pt. Loma 48

Faber's Little Cash Grocery

5021 Newport Ave. Pt. Loma 129

Faber's Cash & Carry No. 3

2119 Bacon St. Phone Pt. Loma 248

Faber's Cash and Carry No. 4, Mission Beach

WHY TRADE ELSEWHERE

WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEY

It's Not Far to a FABER Store

New Lighting Fixtures Will Increase Your Trade

Every merchant is seeking an improvement that will make 1926 the banner year.

The Newest Lighting Fixtures will make your store more attractive and a more inviting place to buy.

FOR YOUR 1926 IMPROVEMENT
LIGHT WILL PAY THE GREATEST RETURNS
We Will Gladly Help You Plan

San Diego Consolidated Gas & Electric Co.

857 SIXTH STREET

MAIN 64

Byllesby Engineering and Management Corporation

Phone, Point Loma 49

OCEAN BEACH HARDWARE

RABSAHL & HAIT, Props. R. HOWE, Manager
Prices Right with Prompt and Courteous Service Guaranteed
5004 Newport Avenue, Ocean Beach

SPECIAL WEEKLY BARGAIN SALE

Percolator Tops, 4 for 12c.

ASSORTMENT OF GOOD CROCKERY

At Prices You Can't Resist

Watch Our Window Displays Each Week

Phone Point Loma 0144

Constance Beauty Salon

5041 NEWPORT AVENUE OCEAN BEACH

Newest and Most Modern Equipment

THE "SUN-AERO HAIR DRYER"—PERFECT AND

PERMANENT HAIR WAVING

Expert and Skillful Operators—Absolutely Sanitary

Conditions—Popular Prices—Courteous Service

10 EVENINGS BY APPOINTMENT.

Point Loma Laundry

Phone, Point Loma 378

LAUNDRY CALLED FOR AND DELIVERED

If It's Laundry Work, We Do It!

WET WASH, ROUGH DRY,

SEMI-FINISH AND FINISH WORK

SUBSCRIPTION RENEWALS

For "The Beach News"

ARE NOW DUE

\$1.00 in San Diego County

Elsewhere \$1.50 Yearly

Classified Ads Get Quick Results

ADD CHIC TO FORMAL DRESS; TUCKS AND PLAITS REMAIN

WHICH shall it be, high-neck or decollete for the sumptuous formal frock? The mode answers—both. Impossible, say you, and inconsistent as well, to consider high-neck for evening wear? Look at the picture for the solution to the problem. Observe how, through simple manipulation of a matching scarf, the style-creator "serves two masters."

Scarves, arranged as pictured, are the last word from authoritative fashion sources. One sees them in great numbers, these scarf-collars, at every smart evening function. They are not an accessory, rather a very part of

One among many of the points in favor of crepe, crepe satin and crepe de chine, each being registered among fashionable fabrics for spring, is that they are so adaptable to self-trimming effects. Many of the new gowns fashioned of these materials are pin-tucked or plaited.

The model in the picture exploits a decorative all-over effect achieved by means of wee plaits. These are applied in an intriguing way in that the upper portion of the dress displays the tucks run vertically, thus slenderizing the figure in appearance, while just below the girdle a plaited design



Showing How Scarf Is Worn.

the dress, in that they are made of the same material. They must be wrapped about the throat, else they fail of smartness.

In the instance of the model illustrated, the medium selected for this lovely scarfed frock is exquisitely supple chiffon velvet. The same costume would be eloquently representative of the mode, were it made of gold or silver cloth, for evening gowns of metallic fabric are very smart.

The very low flare attained by the set-on flounce is another smart item, this silhouette being fashions latest.

varies the theme. There is a wide plaited flounce.

The craze for metal stitching and touches of metallic leather finds expression in a charming navy-crepe satin dress, which is all-over cross-barred with pin tucks stitched with gold thread. One of the early messages spring styles convey is that considerable pin-tucking accomplished with metal thread stitching will be featured during the coming season.

Another thought for the self-trimmed gown which is being carried out extensively is the scalloped hem-



Exploits Decorative All-Over Effect.

In accord with the style plan, the elaborate encrustation of beads, embroidery and interworkings of metal threads which distinguish this flounce, does not appear on the upper portion of the dress. "Beauty unadorned" around the neckline and arms is the edict.

For that enlivening embellishment and the uneven neckline also bespeak latest vogue. Very important is the rose bouquet at the shoulder. Scarcely eye is it omitted from evening attire—not roses always, but flowers tuned to the general scheme. Simple flower effects are preferred. The sort which give to evening dress a quiver charm.

line. Sometimes the scalloped edge shallow or flat ruffles in tiers.

The finely plaited skirt is one of the renewed promises for the coming season. With these, flashy printed silk blouses and tunics will be worn.

The early showing of spring dresses emphasizes gay coloring and also the continuance of the full or flare skirt. Necklines are both low and high, while sleeve treatments are given the prestige of much fanciful designing. Belts, girdles and especially the gypsy sash which winds about the hips so picturesquely are all variously introduced in the arriving models.

JULIA BOTTOMLEY
(© 1926, Western Newspaper Union.)

POLENTA IS CHEAP NOURISHING FOOD

Corn-Meal Mush May Be Served in Different Ways.

(Prepared by the United States Department of Agriculture.)

This dish, which is common in Italy, differs little, except in name, from corn-meal mush, though it is served in very different ways. Sometimes cheese is added during the cooking. Polenta is often reheated either with tomato sauce or meat gravy or a combination of these. In any case, the dish is improved by sprinkling the cooked polenta with cheese. When the polenta is to be reheated in gravy, it is well to cut it into small pieces in order that the gravy may be well distributed through the dish.

To make the mush, put the corn meal, cold water and salt together in the top of a double boiler. No stirring is necessary. Put the top of the double boiler into the lower part and allow the mush to heat slowly, cooking half an hour. If convenient, many people cook it as long as four hours. For each cupful of meal allow from 1 to 1½ level teaspoonfuls of salt and from 3½ to 4½ cupfuls of water, depending on the length of cooking. Milk may be added in place of part or all of the water. Just before serving remove the top of the double boiler from the lower part and boil the mush for two or three minutes. In boiling it at this time there is no danger that it will lump.

Tomato Sauce for Polenta.
2 tablespoonfuls 1 cupful thick butter
2 tablespoonfuls strained tomato juice
2 tablespoonfuls flour
Salt and pepper

Melt the butter; cook the flour thoroughly in it; add the tomato juice and seasonings, and cook until smooth, stirring constantly.

Savory Sauce.

Take two ounces of salt pork, bacon or sausage. If bacon or pork is used, cut it into small pieces. Heat until crisp but not burned. In the fat which separates out from the meat, cook a small amount of finely chopped onion and red or green pepper, being careful not to burn them. Add one cupful of thick tomato juice or a larger amount of uncooked juice, and cook the mixture until it is reduced to a cupful. Season with salt. To this sauce capers, mushrooms or finely chopped pickle may be added.

Cooking Bacon Until It Is Delicious and Crisp

Frying bacon so that it is thoroughly delicious and crisp is chiefly a matter of getting the water and excess fat out of it, says the United States Department of Agriculture. In order not to burn it, one should be very careful that neither the bacon nor the fat in the pan becomes overheated. Throughout the process the fat should remain a light-brown color and should not be allowed to get dark brown. It is easier, therefore, to cook it slowly than to cook it fast.

To be crisp, bacon does not need to drain while it is cooking. It can even be fried in deep fat with excellent results. But after it is cooked and has been taken from the pan it should be thoroughly drained while still hot, then served promptly. Some prefer to cook bacon placing it in a skillet and covering it with boiling water. It is then boiled until the water has cooked away and finished by browning in the bacon fat.

Another way of cooking bacon is to broil it under the gas flame on a wire rack set over a drip pan, which catches the fat. The bacon should be turned after one side is brown. It can be also browned in the oven.

Sometimes bacon is cut up into thin slices and allowed to stand in milk for about 20 minutes, after which it is removed, rolled in flour and fried, a cream gravy is made from the fat in the pan and the milk previously used.

FARM WOMEN MAKE HATS AT LITTLE COST



Farm Women Learn to Make Their Own Hats.

(Prepared by the United States Department of Agriculture.)

Every woman likes to feel that she has an individual and becoming hat. For this reason she endeavors to learn enough about the principles of hat-making and selection to purchase or construct hats for herself and for the members of her family intelligently. Hat-making is one of the most popular branches of the work for women and girls conducted under the direction of extension agents co-operatively employed by the United States Department of Agriculture and the vari-

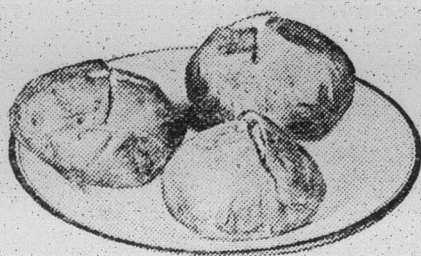
NOTHING BETTER THAN POTATOES

Baking Is Most Popular Method for Cooking.

(Prepared by the United States Department of Agriculture.)

If properly done, baking is the best method of any for cooking potatoes. The flavor developed is exceptionally appetizing, and perhaps the fact that a baked potato will serve to convey an unusual amount of butter makes a fully seasoned baked potato a universal favorite.

Cook those of the same size together, or the smaller ones will cook tender first and become soggy or dry, while the others finish baking. Scrub the skins well, as many people like to eat them. Trim only where absolutely necessary. Put potatoes on a grate in a moderate oven, and bake 45 to 50 minutes, according to size. A very hot oven produces a hard, dark crust. When the potatoes feel mealy and tender to the very center, when pinched, or pierced with a fork, take them out



Baked Potatoes, Gashed to Let Steam Out.

of the oven immediately and pinch between the fingers so as to crack the potato skin open on one side and let out the steam. Or this may be done by gashing them with a knife. Press the flesh of the potato outwards so that it bulges a little through the opening, place a lump of butter on each potato, sprinkle with paprika, and serve at once.

Stuffed baked potatoes are made by cutting off the end of the potato, or cutting the potatoes in halves lengthwise, and scooping out the inside in order to mix it with butter, cream and seasonings. A little chopped cooked meat, such as sausage, may be mixed with the stuffing, or spinach, parsley, onion butter, or any preferred flavoring. Sometimes a raw egg is added to the hot potato, and often grated cheese is mixed with it and sprinkled on top. The stuffing is packed back in the shells or half potato skins, and the stuffed potatoes are then put into a hot oven to brown a little. Paprika is sprinkled over the tops if liked.

Keep Clothing Budget, Check Unwise Expense

Economy in purchase and upkeep of clothing is easier when expenditures are planned in advance. The woman who so plans and classifies her expenditures will set aside a sum for clothing based on the clothing she has on hand and the use she can make of it, on her known needs, and on her income. The clothing budget should be her guide when she buys. Even if she does not do just what she has planned, she will be more likely to avoid mistakes than she would if she acted without giving the purchase careful consideration with respect to her expenditures in general, in the opinion of the Department of Agriculture. Budgets well planned and intelligently followed should enable men and women—for the budget system is equally valuable for both—to be better dressed for a given sum than when purchases are made haphazard.

A budget shows the relative amount spent for clothing as compared with other needs, and the relation of the probable purchases to what one has on hand.

It prevents unwise spending, since it helps one to consider quality in relation to price. It promotes saving.



SAY "BAYER ASPIRIN"—Genuine

Unless you see the "Bayer Cross" on tablets, you are not getting the genuine Bayer Aspirin prescribed by physicians and proved safe by millions over 25 years for

Colds Headache Neuritis Lumbago
Pain Neuralgia Toothache Rheumatism

DOES NOT AFFECT THE HEART

Safe

Accept only "Bayer" package which contains proven directions. Handy "Bayer" boxes of 12 tablets. Also bottles of 24 and 100—Druggists.

Aspirin is the trade mark of Bayer Manufacture of Monosaccharide of Salicylic Acid

Los Angeles Newest

Hotel Cecil
Main Street
bet. 6th & 7th
700 ROOMS
300 without bath \$150
200 with bath \$200
200 with private bath \$250
GOOD GARAGE FACILITIES

**"JO" GOLDEN
SPRAY**
INSECT POWDER
IT KILLS ROACHES, Bed-Bugs,
Flies, Fleas, Mosquitoes and other
dangerous, offensive pests. No
powder in the world more effective.
In the Sprayer can—35c.
USED BY MILLIONS
Non-Poisonous to human beings,
but certain death to insects.
Introductory Offer:
FREE A 25 CENT COUPON
Send name and address of
your nearest drug store (also your own)—
and we will send you free, a coupon, good for 25c.
With this coupon, plus 10c, you can get a full-sized 35c
sprayer can of this magic powder—at your druggist's.
FREE! Also, we will send you a 40-page book "The
Correct Way To Exterminate."
JOHN OPITZ, Inc., Specialists for 52 years
272 Madison Avenue, New York

KEEP EYES WELL!
BATHE TIRED EYES
with Dr. Thompson's Eyewater.
INFLAMED EYES
Use Dr. Thompson's Eyewater.
RUB YOUR EYES?
Use Dr. Thompson's Eyewater.
BATHE YOUR EYES
Use Dr. Thompson's Eyewater.
SAVE YOUR EYES!
Use Dr. Thompson's Eyewater.
HELPFUL EYE WASH
1170 River, Troy, N. Y. Booklet.
Dr. Isaac Thompson's Eyewater

**Retain the Charm
Of Girlhood
A Clear Sweet Skin
Cuticura
Will Help You**
Use Cuticura Soap Every Day

W. N. U., San Francisco, No. 2-1926.

Safety for Linemen
Shoes invented in Sweden for linemen have metal projections from their soles that surround and grip poles, enabling a man to climb and have a firm footing while at work.

Children Cry for

**Fletcher's
CASTORIA**

MOTHER:— Fletcher's Castoria is a pleasant, harmless Substitute for Castor Oil, Paregoric, Teething Drops and Soothing Syrups, especially prepared for Infants in arms and Children all ages.

To avoid imitations, always look for the signature of *Charles H. Fletcher*. Proven directions on each package. Physicians everywhere recommend it.



Puts Ban on Mistletoe

Destruction of mistletoe in national forests of the United States has been ordered by the Department of Agriculture. The department doesn't object to the kissing, but to the mistletoe, which is regarded as a dangerous forest pest. A drive has been started against mistletoe in all national forests, and within ten years the department hopes to exterminate the plant.

A Farmer Boy's Success

From hard work on a farm to the study of medicine was the course Dr. Pierce pursued. Finally he determined to put up in ready-to-use form his "Golden Medical Discovery" so the public could easily procure it. This "Discovery" is a tonic in its effects on the stomach and digestive apparatus; an alterative in its action on the blood, liver and skin. It increases the appetite, stimulates the digestion, enriches the blood, and makes both men and women feel as they did when they were young. All dealers. Large bottles, liquid, \$1.35; tablets, \$1.35 and 65c. Send 10c to Dr. Pierce, Buffalo, N. Y., for a trial package tablets.

Aches & Pains!

Soreness and stiffness yield to **MUSTEROLE**. Soothing ointment made with oil of mustard. Apply with finger tips. **WILL NOT BLISTER**. Better than a Mustard Plaster.

Merely Time's Change

"The ambition of the young man of today," laments an eastern educator—and so far as we're concerned he'll have to do his lamenting alone—"is to acquire a flivver and a flapper," says the Detroit Free Press.

Well, what of it, and what can be done about it? The ambition of his dad and his granddad, probably, was to acquire a gig and a gal.

Dr. Peery's "Dead Shot" is not a lozenge or syrup, but a real old-fashioned medicine which cleans out Worms or Tapeworm with a single dose. 372 Pearl St., N. Y. Adv.

A Collegiate

Socks slipping down over the shoes used to be a sign that a man was shiftless—these days it is a sign the patent-leather-headed youth is attending an institution of higher learning!—Cincinnati Inquirer.

SOMETHING TO THINK ABOUT

By F. A. WALKER

PLAYING THE GAME

IF WE could see ourselves as others see us, look upon our rude manners, our derelictions and aspirations with the same cold, fault-finding eye employed by our critics in measuring our frailties, what a sorry picture would confront us each morning as we gaze in the mirror!

The graceful curves about our mouth and the various excellences we intuitively glimpse in our heart would be surely distorted into monstrous disfigurements which would cause us to gasp in amazement at our reflection.

Perhaps it is better for our peace of mind and our temporal happiness that this cannot be done.

For if we could observe our distorted selves clearly, we might lose hope in playing the game of life and become even more displeasing to others than we are now, and perchance, add to our already formidable list of delinquencies still another more appalling than the original.

In spite of our long schooling in the doctrines of spiritual life and morality, there cling to us many traits of our barbarian ancestors, which crop out quite unexpectedly and make us, in our reflective moments, thoroughly ashamed of ourselves.

The Hotel Stenographer

By Roe Fulkerson



"I'M DONE," cried the Hotel Stenographer.

"Huh?" said the House Detective. "The next time I see that Denny Haloran, I won't," snapped the girl. "A guy who stands me up never has another chance. My Uncle Patrick used to say that the first time a dog bites you it's the dog's fault and the second time he bites you it's your own fault."

"He made a date to take me to the 'movies' last night. He said at the dance at Harmony hall last week that he would come around at eight and we could catch a nine o'clock show and I could pick the place."

"I forgot all about it and made another date with a fair-headed boy I met after church last Sunday. He wanted to come and take me to a dance and I told him I would go with him last night."

"I was putting on my glad young clothes to go to the dance with him when I remembered I had the date with Denny. I didn't know the new guy's last name or how to get him on the telephone. There was only one thing to do and I did it."

"I waited to see which one would come first. The new boy showed up

We cannot wash out the spots of the leopard or yet control fully our animal nature, though the good within us fights unceasingly for mastery.

Between doubt and hope, the faithful soul plays the game gallantly up to the final moment of success or failure.

To play the game rightly is to discontinue covetousness, piracy of our neighbor's character and indulge in unworthy thoughts and deeds, an exceedingly difficult course for the saint or the sinner, but not impossible, otherwise life and effort in the flesh would be of no avail.

As likely as not you have often been tempted to withdraw from the game and wait a more propitious season, falling back in discouragement.

And then in a sudden year of the wind, which fanned the dying spark of faith within you into a glorious flame, changed your mind, stripped yourself of doubt and won, giving faith the credit for your splendid victory.

(© by McClure Newspaper Syndicate.)

UNDER THE COLD

By DOUGLAS MALLOCH

UNDER the cold the roses, Under the snow the grass— More than a man supposes Who carelessly may pass. Under the winter's chill are things Of green and yellow that are the spring's.

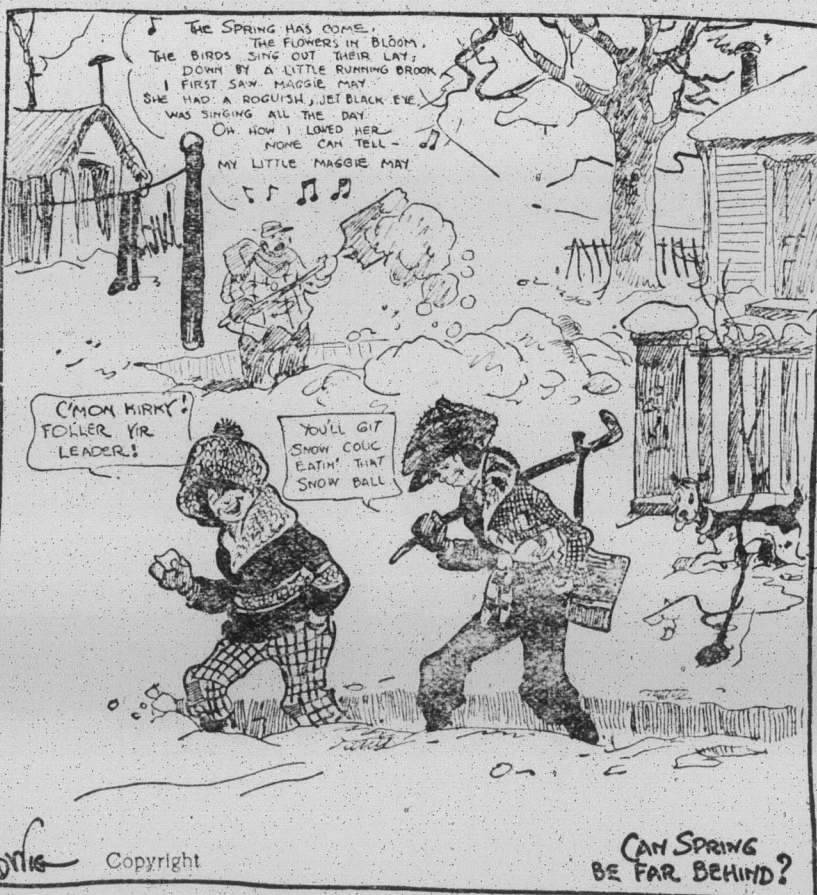
So, let us go on smiling, We who can smile through tears, Sorrows of men beguiling, Though through the weary years Under the snow men's hearts may hide, Showing us only their wintry side.

For I am sure forever, Though they may scoff at song, Even the very clever Under the ice may long For tear-wet daisies, for heart-blown flowers, For some of the spring that is always ours.

So, let us go on singing, Even though men disdain, Into life's silence flinging Some little glad refrain— Under the snow perhaps somewhere A soul may hear, or a heart may care.

(© by McClure Newspaper Syndicate.)

SCHOOL DAYS



early. I did not get out of my chair when he came in and told him I had sprained my ankle so we could not go to the dance, and he would have to sit it out at home or go to the shindig by himself. He pretended to be glad and sat down to chat and hold my hand, me expecting Denny any minute. That's all the good it did me. I sat

(Copyright by the McNaught Syndicate, Inc.)

Mother's Cook Book

There is very little difference between one man and another, but that little is very important.

It is a greater compliment to be trusted than to be loved.

HINTS AND GOOD THINGS

DELIGHTFUL little cakes may be decorated with animal crackers dipped in fondant chocolate. Gingerbread men—who ever grows too old to enjoy them?

Add a few drops of lemon juice to boiled rice; it improves the flavor as well as its appearance.

A plain cookie foundation may be used for dozens of small cakes. Nuts, raisins, spices and seeds, coconut and chocolate all may be used in various ways. The way cookies are shaped

makes them more alluring even to grown-ups.

Plain Cookies.

Take one-half cupful of fat, one cupful of sugar, one-fourth cupful of milk, one egg, two teaspoonfuls of baking powder, flavor to taste and add two cupfuls of flour. This recipe is best doubled for most families. Mix and let stand on ice to chill. This helps to roll them out, taking less flour.

Broiled Parsnips.

Wash and scrape parsnips and cook until tender in boiling salted water. When cold cut in halves, spread with melted butter and broil.

Prussian Rocks.

Cream two-thirds of a cupful of but-

ter, add one and one-half cupfuls of sugar and three well-beaten eggs. Sift three cupfuls of flour with one-half teaspoonful each of soda, clove, cinnamon and one-fourth teaspoonful of nutmeg; add one-half pound of raisins and the same of walnut meats cut fine, to the flour mixture; alternate with one-half cupful of milk. Beat well and drop by spoonfuls on a buttered baking sheet. These cookies are better a week old.

Serve plain ice cream with a hot maple chocolate sauce, using nuts for a garnish. Such a dessert is rich and satisfying and not difficult to serve.

Nellie Maxwell
(© 1926, Western Newspaper Union.)

THE YOUNG LADY ACROSS THE WAY



The young lady across the way says the armament limitation conference couldn't be expected to accomplish all the idealists want, but any friendly impulse at all among the nations is a step forward.

(© by McClure Newspaper Syndicate.)

WHO SAID

"In buying a house, and taking a wife, shut your eyes and commend yourself to God."

THERE is nothing recorded in the life of Charles Pinot Duclos, the author of these words, to indicate that there was in his life the elements of marital unhappiness which would justify the cynicism he voices.

Duclos had a varied life and he has left his name on the roll of fame in many capacities.

As a historian he is entitled to be remembered as the author of the ingenious "History of Louis XI" and the "Secret Memoirs on the Reign of Louis XIV."

As a philologist he published some exceedingly interesting studies in the French and Celtic languages which have proved of great value in the world of letters.

As a novelist and wit he has left some excellent examples of his work. In this connection his autobiography cannot be overlooked, for it is both an interesting example of an excellent style and a human document enlivened by much of the author's native humor.

During his life Duclos won the approval of the French Academy and was rewarded by being made perpetual secretary of that body. His aid in revising the Dictionnaire of the Academy was one of the contributing causes to his being thus honored.

Duclos' death occurred in France in the year 1772 when he was sixty-eight.—Wayne D. McMurray.
(© by George Matthews Adams.)

Advertising Pays

Advertising pays to a startling degree. The wares of the merchant who fails to advertise lie on his shelves collecting dust, consuming his capital to ultimate bankruptcy—likewise the man who fails to draw attention to himself by using his brain power is allowing his intellectual wares to become cobwebbed with uselessness, and is headed for mental bankruptcy.—Cleveland Trust Monthly.

Maine's Election Day

The election day of the state of Maine was fixed by the legislature at a time when transportation facilities were much poorer than at present. By November in the state of Maine many roads were closed to travel and it was exceedingly difficult for people to reach the polling centers.

(© by McClure Newspaper Syndicate.)



"Every Picture Tells a Story"

Is Winter Time Your Backache Time?

Does Your Back Foretell Every Change of the Weather? Do You Feel Old and Stiff and Suffer Sharp, Rheumatic Pains? Then Look to Your Kidneys!

DOES every cold, chill or attack of grip leave you lame, stiff and aching? Are you nervous and depressed; feel tired, worn out and miserable? Does your back throb and ache until it seems you just can't keep going? Then look to your kidneys! Colds and chills throw a heavy strain on the kidneys. They overload the blood with impurities that the kidneys have to filter off. The kidneys are apt to weaken under this rush of new

work, become congested and inflamed.

It's little wonder, then, that every cold finds so many folks suffering with torturing backache, rheumatic pains, headaches, dizziness and annoying kidney irregularities.

If this is the case with you, don't risk neglect! Help your weakened kidneys with a stimulant diuretic. Begin using Doan's Pills. Doan's have helped thousands. Local users testify to their worth. Ask your neighbor!

"Use Doan's," Say These Good People:

G. W. FITCH, retired farmer, Atlantic St., Roseville, Calif., says: "When I took cold, it settled on my kidneys and caused backache. I could hardly stoop, I had such pains in my back. I had to pass the kidney secretions frequently at night, and they were highly colored and burned like hot coals. I also had dizzy spells. Doan's Pills soon cured me of the attack."

MRS. M. E. SPANGER, 701 Oak St., Roseville, Calif., says: "The flu left my kidneys in bad shape. I had a weak feeling in my back and when I tried to stoop I had catches in my kidneys and was hardly able to get around. My kidneys acted too often. My head ached and I was so nervous, I nearly flew to pieces. After using Doan's Pills, I was cured."

Doan's Pills

Stimulant Diuretic to the Kidneys

At all dealers, 60c a box. Foster-Milburn Co., Mfg. Chemists, Buffalo, N. Y.

Blue Sky Average

Charles W. Sutor of Sutor & Co., San Francisco financial house, tells a story about President Mortimer Fleishacker of the Anglo-California Trust company.

It seems that Mr. Fleishacker asked a Pullman porter the amount of his average tip. The negro replied that the average amount was one dollar. Mr. Fleishacker handed him a dollar. The porter caressed the silver coin affectionately and said: "Yassuh, boss, but you is de fust pulson what has come up to de average."—The Coast Banker.

Cuticura Comforts Baby's Skin

When red, rough and itching, by hot baths of Cuticura Soap and touches of Cuticura Ointment. Also make use now and then of that exquisitely scented dusting powder, Cuticura Talcum, one of the indispensable Cuticura Toilet Trio.—Advertisement.

An Injustice

"America is now called in Europe the World-Shylock," said Oscar Wells, the new president of the American Bankers' association, during the convention at Atlantic City. "Europe is as unjust to America as Naggs was unjust to matrimony."

"George," said Mrs. Naggs, "have you read this book, 'How to Be Happy Though Married'?" "Nope," said Naggs. "I don't need to. I know how already." "Well, how, then?" said—"Get a divorce," said he.

DEMAND "BAYER" ASPIRIN

Take Tablets Without Fear If You See the Safety "Bayer Cross."

Warning! Unless you see the name "Bayer" on package or on tablets you are not getting the genuine Bayer Aspirin proved safe by millions and prescribed by physicians for 25 years. Say "Bayer" when you buy Aspirin. Imitations may prove dangerous.—Adv.

Start Alike, Anyway

A teacher in the junior high school of Anderson was giving a lesson recently in the study of the Constitution and Declaration of Independence. In the course of the lesson she called for an explanation of the statement that all men are created equal. A small lad, overflowing with the ginger of youth, answered:

"Well, they all weigh about the same when they are born."—Indianapolis News.

Granulated eyelids, sties, inflamed eyes relieved overnight by Roman Eye Balsam. One trial convinces. 372 Pearl St., N. Y. Adv.

Woman Has "Made Good"

Among women who have made good in local politics may be mentioned Miss Grace Schiska of Eugene, Ore. Miss Schiska made her political debut as a candidate for city recorder and was elected. Later she became a police judge and now she has been appointed to the office of county treasurer.

Despot's Hairless Decree

Sir Harti Singh Bahadur, new maharajah of Kashmir, began his rule with an order that all his male subjects shave forthwith—beards, mustaches and the hair on their heads. This curious command was made as a mark of honor to his uncle, the late ruler, so that the whole country might assume a sort of hairless mourning in his memory. Dispatches from Kashmir do not tell how well the people obey the edict, but every dispatch points out the well-known fact that the new maharajah is known to the western world by another name, "Mister A."

Two Discoveries

"A naturalist has found that there are about 93,000 ants in an ant hill two feet high," solemnly stated Professor Pate.

"And I have found," snarled J. Fuller Gloom, the human hyena, "what the average naturalist is good for—to count ants."—Kansas City Star.

MORTON HOMELIKE

REASONABLE HOSPITAL

Our expert doctors and surgeons, excellent food, and quiet surroundings bring you real health. 1055 PINE ST., SAN FRANCISCO, CALIF.

Boschee's Syrup

HAS BEEN Relieving Coughs for 59 Years

Carry a bottle in your car and always keep it in the house. 30c and 90c at all druggists.

Painful Surprise

Dorfo surprised Mrs. Abramovitz at her home, 2485 East Fifty-seventh street, and fired a shot at her ahirid pai amfwoau.—From a crime report in the Cleveland News.



"Those bilious headaches can be prevented"

"I know how agonizing they are. For years I was a chronic sufferer."

"And the headaches were not the worst part of it. The strong drugs I used to take to relieve the pain upset my stomach and slowly but surely undermined my general health."

"Finally I found out that my headaches were due to constipation. My doctor advised Nujol. After taking it regularly a few weeks the trouble disappeared."

"Since then I have never had another headache. There is no reason why I should, for the cause has been corrected."

Nujol Corrects Constipation in Nature's Way

Constipation is dangerous for anybody. Nujol is safe for everybody. Nujol simply softens the waste matter and thus permits regular and thorough elimination without overtaxing the intestinal muscles. Medical authorities approve Nujol because it is gentle, safe and natural in its action.

You can take Nujol for any length of time without ill ef-

fects. To insure internal cleanliness, it should be taken regularly. Unlike laxatives, it does not form a habit and can be discontinued at any time.

Ask your druggist for Nujol today and begin to enjoy the perfect health that is possible only when elimination

Nujol

is normal and regular.

LOST OPPORTUNITIES!

San Diego, the city where you can now take advantage of the opportunities you missed in other cities.

All of us have either seen or heard of the wonderful growth of Los Angeles, Long Beach, Santa Monica, Alhambra, Pasadena, Glendale, and other Southern California cities, which have doubled and trebled their population in the last few years. We also see and meet people on all sides of us who today are independently wealthy by reason of the fact that they bought property in these cities a few short years ago just as they were starting on their phenomenal growth and expansion. In a great many instances, we ourselves had the opportunity to purchase property in these cities at one tenth or one twentieth of the present prices; and, although we may not care to acknowledge the fact publicly, within ourselves we regret the fact that we did not take advantage of these lost opportunities.

And now comes San Diego, a city which by reason of its location, climatic conditions, harbor, natural resources, back country and many other reasons too numerous to mention, must become a great city. Here we find property values as low or lower than they were in the other cities mentioned a few short years ago. Here we find an opportunity to take advantage of all the other opportunities which we have missed. But this condition will not last for long. The people of San Diego and those who are coming in here are alive and awake to what is going on and are availing themselves of this most wonderful of all opportunities. As I am writing this ad on Thursday, January 21st, I have the total of the sales on our Point Loma properties in front of me. I find that on Saturday, January 16th, we sold \$27,350.00 worth of lots, Sunday \$17,900.00, Tuesday \$31,000.00 and yesterday, Wednesday, January 20th, \$25,600.00; and business is getting better every day. People are flocking into my office and telling me of profits they are taking in real estate on all sides. Certainly, we know this, that as long as they continue to have cold winters east of the Rocky Mountains and we have the kind of weather we are now enjoying in San Diego, people will continue to come to San Diego. As long as people continue to come here to make this their home, the city will continue to grow, and as long as the city continues to grow, real estate will continue to advance in value.

In all America, I do not know of another spot which has the potentialities, the beauty, the possibilities for development, growth and continued increase of value as Point Loma. It has everything that could be desired—elevation, view, accessibility, transportation, restrictions and improvements, including the grading of the streets, the sidewalks, curbs, gas, water and electricity on our properties,—all included in the purchase price. The prices today, as we have subdivided from the original acreage, are exceedingly low compared to what they should be in the tomorrow as the property develops into what we hope to make the finest and most exclusive residential district on the Pacific Coast.

This property cannot last forever. It is selling fast, as you can see yourself from the figures quoted above. You owe it to yourself to at least investigate conditions on Point Loma.

For the convenience of those who may be interested in the purchase of lots on property of this kind, high and sightly, with a most magnificent view, located only a short distance from the downtown business section, we have erected a large tent, which we are using for our sales headquarters, at the corner of Chatsworth and Tennyson on Point Loma. A free luncheon is served daily at 12:30 p. m., followed by an interesting and entertaining talk on San Diego and Point Loma.

Come out today. No obligation.

John P. Mills Organization, Inc.

1229 Fifth Street
Phone Main 3708

Tract Office—
Corner of Chatsworth and Voltaire
Phone Pt. Loma 0627

Athletics And Winter Sports

If it is true that there is safety in numbers, Coach Dean Cromwell can rest assured that his Southern California track team will successfully defend its National Intercollegiate title during the 1926 season. This season has both the stars and the great quantity of dependable "place-men" to supplement the tape-crashers.

In the shot put and discus, Southern California has the greatest collegiate weight man in the country, Bud Houser, who holds the world's record in the discus and has approached the shot put mark on several occasions, and as his understudy, Joe Aleski, a far from mediocre weight-man.

The sprints are probably cluttered up with talent more than any other set of events on the team. Hershel Smith, National Junior 100 yards champion, is the star of the outfit. He has run 9.4-5. Brice Taylor, Ed House and Johnny Parsons are all out fighting to win places in the dashes.

In the 440 yard dash, Aden Hughes, a veteran, Percy Wallace, Bert Starry, Al McDaniels, Bruce Smith and Charles Sauers are competing for varsity suits. The 880 yard dash finds Percy Niersbach, the king-pin, with Harold Lovejoy and Field Thompson to help him out.

In the hurdles, Leighton Dye, Intercollegiate high hurdle champion, and Kenny Grumbles, Intercollegiate low hurdle champion, will be helped by Ronald Stever, Cliff Reynolds and Morton Kaer. Dye is safely the champion in his event, but Grumbles will have to better his last year's mark to beat Kaer, a coming champion if there ever was one.

The high jump should be a strong event for Southern California. Al-den Ross, a senior who placed in the I. C. A. A. A., is liable to lose his laurels to Henry Coggeshall, sophomore, who leaped six feet, four inches, as a freshman. Ross has jumped six feet, three inches, at his best. Melburne Ofstad and Cliff Reynolds, both jump six feet.

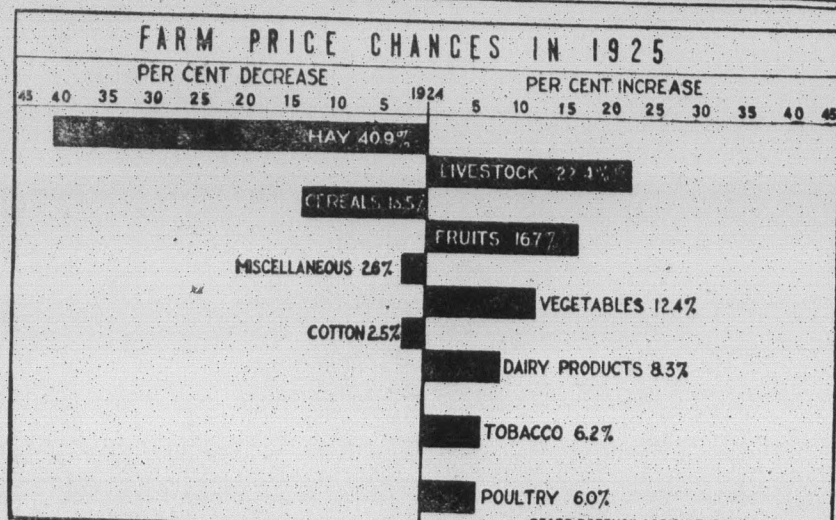
Lee Barnes, Olympic champion, is without a peer in the pole-vault, although Manuel Ruiz has been improving. Barnes is a consistent 13 foot pole-vault. Ruiz has made over 12 feet on occasions.

The broad jump finds Morton Kaer, Bob Lee and Bill Cook performing. The javelin, always a weak event at Southern California, is the center of attention for Bill Cook, Johnny Post, and Chet Olson.

NEW CLASS FORMED IN STENOGRAPHY

A free speed dictation class, which is preparing for civil service work, in addition to a number of other branches of stenographic activity, is announced at the San Diego evening high school for Tuesday and Thursday evenings from 7 to 9. The class is held in Room 133, with C. B. Read as teacher.

Farmers Income for 1925 Shows Rise in Prosperity



WHILE farm production has not yet assumed a proper relationship to consumption as a whole, states the Sears-Roebuck Agricultural Foundation, American agriculture has been more properly balanced during the past year than it has for five years, and is slowly reaching correct proportions.

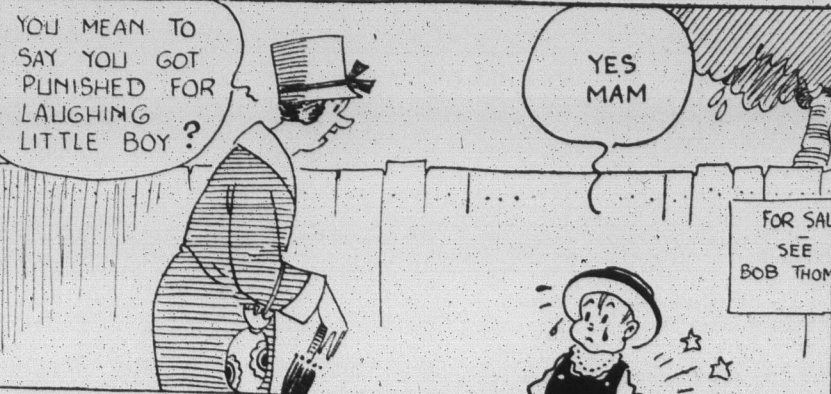
Only three staple farm crop groups, reports the Foundation, showed a decrease in gross farm prices for 1925 as compared with 1924. The crops included were hay, cotton, corn, wheat and one or two small miscellaneous crops. On the other hand, the products which increased substantially in price for 1925 over 1924 were cattle, hogs, sheep, fruits, vegetables, fluid milk, butter, cheese, tobacco, poultry and eggs.

The American farmer is beginning to place some figures on the right-hand side of his ledger for the first time in five years and renewed feeling of national farm prosperity, due to increase of farm prices, is being reflected in the business and industrial prosperity of the entire country.

SUCH IS LIFE

By Van Zelm

THAT'S DIFFERENT



MISSION BEACH AMUSEMENT CENTER

Largest Skating Surface in Southern California

THE NEW MISSION BEACH

ROLLER RINK

EDWARD A. KICKHAM, Propr.

A Rink Where It's a Pleasure to Skate

NEW ELECTRIC ORGAN WITH LATEST MUSIC

AFTERNOONS AT 2 O'CLOCK—EVENINGS AT 7 O'CLOCK

Buy Beach Property Now!

Authorized FORD and CHEVROLET Service.

OCEAN BEACH GARAGE

HENRY EULBERG, Proprietor

Phone Pt. Loma 94-J.

4868 Newport Avenue

HEADLIGHT TESTING STATION

Complete Line of REPLACEMENT PARTS, TIRES AUTO ACCESSORIES

Official Number 1308 Have Your Auto Lights Properly Adjusted by Experts in Conformity With State Law.

AUTOMOBILE REPAIRING

BEST EQUIPPED FOR SERVICE

Two Blocks East of Dance Pavilion

Stove Repairing

AND GENERAL HEATER REPAIRS

Don't throw out that old stove or heater until I have given it the "once over." Maybe all it needs is a little "first aid," and I'm the "doctor" for the case.

I guarantee all my work, and will call for and deliver stove and furnish temporary stove during repairing.

JACK HOLLY, 4744 Muir Ave.

Or call Point Loma 0602-W

ESTIMATES GIVEN

PRICES REASONABLE

DAILY TRIPS TO SAN DIEGO AND POINT LOMA

REID TRANSFER

1885 Bacon Street.

FREIGHT

JOBGING

Ocean Beach

BAGGAGE

MOVING

Residence Phone

Point Loma 125-J

STORAGE

Office Phone

Point Loma 136

FEED, FUEL AND PAINTS

We Do PRINTING of Every Description.

For BEACH PROPERTY See

KIRK SMITH

Licensed REALTY Broker,

Office of

"THE BEACH NEWS"

4829 Saratoga Avenue, Ocean Beach

Phone Point Loma 17

Subscribe for "The Beach News," \$1 a Year

Don't Watch Mission and Ocean Beaches Grow—Grow With Them!

Subscribe for "The Beach News."

WHO'S WHO In Officialdom

CITY OF SAN DIEGO

Mayor—John L. Bacon. Common Council—John A. Held, Don M. Stewart, Virgilio Bruschi, Louis C. Maire, Fred A. Heilbron, City Attorney—S. J. Higgins. Auditor and Assessor—H. L. Moody. City Clerk—Allen H. Wright. City Manager—F. A. Rhodes. Harbor Master—Jos. W. Brennan. Park Superintendent—John G. Morley. Treasurer and Tax Collector—Jack T. Millan. Supt. of City Schools—H. C. Johnson. Health Officer—Dr. A. M. Lescem. Chief of Fire Department—Louis Almgren. Chief of Police—James Patrick.

COUNTY OF SAN DIEGO

Board of Supervisors—Mrs. Mildred Green, 1st district; E. A. Hornbeck, 2nd district; Joseph Foster, 3rd district; Charles L. Good, 4th district; Thomas M. Hurley, 5th district. County Clerk—J. B. McLees. County Assessor—George W. Moulton. County Auditor—C. R. Hammond. County Coroner—Schuyler C. Kelly. District Attorney—Chester Kempley. Farm Advisor—James G. France. Public Administrator—Edwin Reed. County Recorder—John H. Ferry. Sheriff—James C. Byers. Under Sheriff—Ed. F. Cooper. Supt. of Schools—Miss Ada York. County Surveyor—Ernest Childs. County Tax Collector—Herbert A. Croghan. County Treasurer—George W. Heston.

U. S. MAIL SCHEDULE

By Postmaster H. K. Rankin

General Delivery—8 a.m. to 6 p.m. Money Order Department—8 a.m. to 5:30 p.m.

Mail arrives and is distributed 10:30 a.m. and 4:30 p.m.

Mail departs 10:15 a.m. and 4:15 p.m.

Sundays and holidays, mail departs 10 a.m.

Mail closes 10 a.m. and 4 p.m., or 15 minutes before daily departure. Windows not open on Sundays.

O. B. POLICE SUB-STATION

Abbott St., near Santa Monica Ave.

Phone Point Loma 4

Sergeant Geo. W. Churchman;

WHAT COULD BE BETTER

For

A Birthday Gift

A Wedding Present

A Friendship Remembrance

An Anniversary Memento

Than a Year's Subscription to

"THE BEACH NEWS"

One Dollar for Fifty-two Weeks.

Do You Know?

THAT this newspaper is officially legalized for the publication of CERTIFICATES OF INDIVIDUAL FICTITIOUS NAMES and any and all kinds of LEGAL NOTICES. The attention is particularly requested of beach business folks who believe in the patronage of home industry. Dollars and dimes sent away are gone beyond recall.

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

REPUTATION IS REPTITION

Persistent advertising is a reputation builder for any business man.

Keeping your name steadily before people impels them to think of your business.

Phone to us

Write to us

Call to see us.

THE BEACH NEWS

is your friend.

Let's get neighborly!